

Shri Kesharchand Gulabchand Munot Newaskar Sarvajnik Trust

K.G.College of Arts and Commerce, Ahmednagar

EVENT MANAGEMENT AND SOCIAL MARKETING

Objectives: -

- To understand the new concept in marketing
- To use the skills learned in marketing in the socially related fields.
- To acquaint the new ways and means to accomplish the solutions prescribed for social issues.
- To develop the new techniques to deal with the situations in the society.

1. Concept of Event Management

- Meaning, Definitions, its Nature, Purpose.
- Importance and Functions.
- Event management as marketing tool.
- Event management as an Industry

2. Introduction to event planning

- The role of event planner
- Functions of event planner
- The qualities of event planner

3. Developing a plan of event

- Definition and analysis of concept, importance and scope of event
- Preparing a format, event planning, guidelines for developing a plan of work
Selecting methods

4. Categories of Event

- Leisure events-Leisure sports, music, recreation
- Cultural events-Ceremonial, religious, art, heritage and folkdance
- Personal events-Wedding, birthday, Anniversaries.
- Organizational events- Commercial, Political, Charitable, Sales, Product Launch, expo.

5. Social Marketing

- Definition, Concept, Importance
- Evolution of Social Marketing
- Application of Social Marketing

6. Types of Social Marketing

- Feature or characteristics of social marketing

- Present social marketing system, problems and solution, Strategy for social marketing.
- 'Social good', Promotional services, social cause.

