STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI
COURSE PLAN June - November 2024

Department   : **Public Relations**
Name/s of the Faculty   : **Najwa**
Course Title   : **Event Management**
Course Code   : **23PR/PE/EM15**
Shift   : **II**

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	Define event management and identify the role of events as a facet of Public Relations at a global level	K1
CO2	Discuss the importance of the event management as a career opportunity for entrepreneurship and the market demands that it has	K2
CO3	Apply the acquired knowledge and skills required to implement an event plan	K3
CO4	Categorize the event planning processes, analyse the strategies of communication and critically evaluate the crisis management process	K4, K5
CO5	Organize an event by formulating effective communication tactics and tools to market special events	K6

Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Jun 24 – 26, 2024 (Day Order 4 - 6)	1	1.1 Definitions, Types, 5Cs and 5Ws	K1-K3	3	1-3	Lecture	Concept Testing
Jun 27 – July 4, 2024 (Day Order 1 - 6)	1	1.2 Characteristics and Elements of events 1.3 Market and business demand for events	K1-K3	6	1-3	Lecture	Discussion
July 5 – 12, 2024 (Day Order 1 - 6)	1	1.4 Event Component Mix 1.5 Role of critical thinking and creativity for event management	K1-K3	6	1-3	Lecture	Group Discussion
July 15 – 23, 2024 (Day Order 1 - 6)	2	2.1 Meaning, need and kinds of event marketing 2.2 Role and need of PR in event marketing	K1-K5	6	1-4	Lecture	Discussion
July 24 – 31, 2024 (Day Order 1 - 6)	2	2.3 Process of event marketing 2.4 Advertising and PR for event marketing	K1-K5	6	1-4	Learning by doing	**Component:** field work – analyse the process of organizing an external event
Aug 1 – 5, 2024 (Day Order 1 - 3)	2	2.5 Target approach for event marketing among stakeholders	K1-K5	3	1-4	Lecture	Discussion
Aug 6 – 10, 2024	**C.A. Test - I**						

Aug 12 – 14, 2024 (Day Order 4-6)	3	3.1 Planning: preparation and purpose	K3-K6	3	3-5	Lecture	Discussion
Aug 16 – 23, 2024 (Day Order 1-6)	3	3.2 Implementation: execution and managing crisis 3.3 Communication: Media Relations and Social Media promotions	K3-K6	6	3-5	Lecture	Group Discussion
Aug 27 – Sep 3, 2024 (Day Order 1-6)	3	3.4 Evaluation: effectiveness and outcome 3.5 Image building and reputation management through events	K3-K6	6	3-5	Case study analysis	Peer Assessment for unit 3
Sep 4 – 11, 2024 (Day Order 1-6)	4	4.1 Need, Objectives and purpose for special events 4.2 Role of PR in Managing Special Events	K1-K6	6	1-5	Lecture	Discussion
Sep 12 - 20, 2024 (Day Order 1-6)	4	4.3 PR skills involved in organizing special events 4.4 Special events – case study	K1-K6	6	1-5	Case study analysis	Group discussion
Sep 23 - 26, 2024 (Day Order 1-4)	4	4.5 Organizing Special Events - Practical	K1-K6	4	1-5	Presentation	**Component:** Mock event Planning and Presentation
Sep 27 – Oct 3, 2024	**C.A. Test - II**						

Oct 4 – 5, 2024 (Day 5 & 6)	5	5.1 Knowledge, attitude and skills required for an Event Manager	K3-K6	2	3-5	Lecture	Discussion
Oct 7 - 15, 2024 (Day Order 1 to 6)	5	5.2 Government and non-profit events – case studies 5.3 Corporate or business events– case studies	K3-K6	6	3-5	Case study analysis	Group Discussion
Oct 16 - 22, 2024 (Day Order 1 to 6)	5	5.4 Social and Media Events– case studies 5.5 Organizing an event – Practical	K3-K6	6	3-5	Learning by doing	Presentation **Summative Assessment – End Semester Project – Conceptualisation and execution of Mediascape – Communication Carnival (50 Marks)**
Oct 23 - 24, 2024 (Day Order 1 to 2)	**REVISION**						