

MAHARASHTRA STATE BOARD OF VOCATIONAL EDUCATION EXAMINATION, MUMBAI.

1	Name of Syllabus	C. C. in Advertising, Media & Events Management (2020-2021)																																																													
2	Course Code	415207																																																													
3	Max.Nos of Student	25																																																													
4	Duration	1 year																																																													
5	Type	Full Time																																																													
6	Nos Of Days / Week	6 Days																																																													
7	Nos Of Hours /Days	8 Hrs																																																													
8	Space Required	1) Workshop/Studio = 300 sq feet 2) Class Room = 200 sq feet TOTAL = 500 sq feet																																																													
9	Entry Qualification	S.S.C																																																													
10	Objective Of Syllabus/ introduction	A main objective of Event Management course is to acquaint the students with the events, approaches and theories as an academic as well as professional field																																																													
11	Employment Opportunity	Can work independently or work event companies.																																																													
12	Teacher's Qualification	Graduate with 2yrs experience in relevant field																																																													
13	Training System	<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <th colspan="3">Training System Per Week</th> </tr> <tr> <td>Theory</td> <td>Practical</td> <td>Total</td> </tr> <tr> <td>12 hrs</td> <td>36 hrs</td> <td>48 hrs</td> </tr> </table>						Training System Per Week			Theory	Practical	Total	12 hrs	36 hrs	48 hrs																																															
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Communication concept
Barriers to communication
Consumer response models
Promotions & its mix
Advertising research
Advertising agency and its working
Advertising campaign planning & evaluation
Creative, media, budgets, execution
Sales promotions concepts and applications
Rural advertising and its applications

Theory II – Modern Event Management Scenario

Event equipment

Video equipment
Video DA
Preview monitors
LCD
Audio equipment
Lighting equipment
Electrical
Communication equipment

Venue details

Venue recce report
Accessibility
Dimensions
Ceiling
Windows
Lighting control
Tables
Stage
Power supply
Audio
Lighting
Screen
Projection
Technician
Other facilities
Sketch plan

Permission required for an outdoor / indoor events

BMC (Municipal Corporation)
Police
Traffic
Fire
Collector's office / entertainment tax
Others

Theory III – Media

Definition
Evolution of media
Measurement of affectivity of media
Media planning and buying in an Ad agency

Media rating

Media measurement metrics

Agency's duties for a client

Planning and buying exercise

Media vehicles like TV channels, radio channels, press

How to get maximum revenue for their channels by selling space, time to AOR's, agencies, client

Done by the sales personnel of a channel for the channel

A personal selling exercises

Approaches agencies, AOR's, with the latest programme offering, supplements, editions to come

They sell to the agencies / AOR's

Practical I – Venue Recce

Accessibility: to identify Venue location, Access route, Parking area for vendors and guests.

Dimensions: to identify room dimensions, height of ceiling, working height, can be guest accommodated, seating plan.

Ceiling: hanging points in the ceiling for equipment, weight can be hung from the ceiling.

Tables: Size / diameter of the venue's table and chairs can be accommodated around a table.

Audio & lighting: Audio system, microphones, CD playback, wireless, stage lighting, projection facilities.

Venue Floor Plan: Sketch the entire floor plan.

Practical II – Training on Live Events

Production: Preparing the stage decoration, lighting and sound equipment along with branding

Logistics/Transportation: to make necessary arrangement of vehicles for the guest

Food and Beverages: to make necessary arrangements of food and beverages at the location for the invitees

Hospitality: to make necessary arrangements for staying

Practical III – Sport Events Presentation Skills

Planning a Sports Event

Lesson Outcomes To identify different type of sports events

Different Types of Sports Events

Definition that may help you with today's planning and event session

Factors to Consider When Planning a Sports Event

Booking the Facilities

Establishing the Rules

Health and Safety

Designing posters about the event

Refreshment

Name of Tool Kits with estimate cost:

Sr. No	Particulars	Amount
1.	Mic (Corded or Cordless)	Rs 1,500
2.	Portable Speakers (Basic)	Rs 2,500
3.	TAB (Basic)	Rs 12,000
4.	Projector (Basic)	Rs 20,000
5.	WiFi Connectivity	Rs 1,000
6.	Costume/Dress Code	Rs 3,000
Total Estimated Cost		Rs 40,000

Following are the different types of Costume/Dress code to be arranged by student for on-field live event training:

a) Casual Wear: T-Shirt (Black colour) with collar and half sleeves, T-Shirt (White colour) with collar and half sleeves, Jeans (Blue colour).

b) Formal Wear: Formal Shirt (Black colour) with Trousers (Black colour).

List of titles of books connected with the subjects of CC in Events, CC in Advance Events, CC in Advertising, media and events

- Event Planning –
Event Planning by Prof. Nisar Merchant
- Accounting skills for event management –
Event Accounts by Dr. Hoshi Bhiwandiwalla,
Cost Accountacy by L. N. Chopde, D. H. Choudhari
- Event Coordination –
Event Coordination by Dr. Hoshi Bhiwandiwalla,
Coordination of Events by D G Conway
- Advertising and Sales Promotion –
Advertising & Sales Promotion by Prof. Shobhna Vora,
Advertising & Sales by Rajeev Batra,
Advertising by John Myers and David Aaker,
Advertising & Sales Promotion by K Suresh, Satish Batra
- Event Marketing –
Event Marketing by Prof. Nikhil Rao,
Marketing Management by Philip Kotler
- Modern Event Management Scenario –
MEMS by Prof. Harminder singh Bedi
- Special Events Topics –
- Special Event Topics by Dr. Hoshi Bhiwandiwalla,
Business Law by N. D. Kapoor
- Event Production & Coordination –
Event Production & Coordination by Prof. Daryl Suchitha,
Event Production by Doug Matthew
- Media –
Media by Prof. Rahul Madhyani
Media Management by Alan B. Albarran