

**MAHARASHTRA STATE BOARD OF VOCATIONAL EDUCATION EXAMINATION, MUMBAI.**

1	Name of Syllabus	<b>C. C. in Advertising, Media &amp; Events Management</b> (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	Training System Per Week							
		Theory		Practical		Total			
		12 hrs		36 hrs		48 hrs			
14	Exam. System	Sr. No.	Paper Code	Name of Subject		TH/PR	Hours	Max. Marks	Mini. Marks
		1	41520711	Advertising & Sales Promotion		TH- I	3 hrs.	100	35
		2	41520712	Modern Event Management Scenario		TH- II	3 hrs.	100	35
		3	41520713	Media		TH- III	3 hrs.	100	35
		4	41520721	Venue Recce		PR- I	3 hrs.	100	50
		5	41520722	Training on Live Events		PR-II	3 hrs.	100	50
		6	41520723	Sport Events Presentation Skills		PR- III	3 hrs.	100	50
				Total				600	255

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 Accountancy 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