

Program Structure Post Graduate Diploma in Events Management

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| <ol style="list-style-type: none">1. Principles of events marketing including digital marketing and marketing analysis2. Finance and accounting for business3. Leadership in an international context4. Develop decision-making skills to devise marketing plans and communications.5. Business Environment6. Business and International Context of Events7. Business impacts8. Event Design and Creativity | <ol style="list-style-type: none">9. Event Management and Planning10. Services Marketing and Management11. Imagineering Events Themes and Experiences12. Economics of Leisure and Tourism sector13. Trends and Concepts in Events<ul style="list-style-type: none">• Dynamics of Events• Sustainability14. Entrepreneurship in Events and Leisure Industry15. Live Event Project- Three Months Paid Internship with Event Management Company |
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