



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2017-2018)

Programme Name: PGDM

Term: V

Name of the subject: PR & Event Management

Maximum marks: 50

No. of Sessions: 5

Name of the Faculty: Sushama Dave

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Weblink:

Learning Objectives:

Understand the fundamentals of public relations management and with an emphasis on crisis management in the corporate environment and also learn to derive a crisis management strategy by working on sample case studies.

Reference Books:

Public Relation in Practice : A Sector- By- Sector Guide by Gregory, Anne

Marketing Communications : Integrating offline and Online with Social Media by Smith PR



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Plan:

Session No	Topics to be covered	Books referred/ Recommended/ References- Print/Articles/ News/Research papers/ Online database/ Software /Simulations used	Learning outcomes	Evaluation of Students understanding by MCQs, Quiz, Short Test
1	Introduction to PR, features of PR initiatives, Media Kit, pre-requisites to PR	Introduction to PR - Mathew Cabot, Ph.D. - San Jose State University	Understanding of importance, functions and elements of Public Relations	Interaction and discussion
2	Understanding PR Campaigns, Tools and Strategy for Crisis Management	Public Relations Campaign Planning And Management Christine Di Salvo	Plan, interpret and implement basic PR strategy for an organisation	Case Study Discussion
3	Introduction Event Management, features, types of events, Organising an event and event planning.	Resource Guide: Principles and Practices of Events Management. By Rebecca Finkel, Ph.D. - Queen Margaret University, Edinburgh https://www.researchgate.net/post/What_is_the_difference_between_Conference_Seminar_Symposium_Workshop		
4	5Ws of event planning, Budgeting and event Marketing	http://www.marketingteacher.com/five-ws-and-how-of-events-planning/		
5	Role of Sponsorships, Making proposals and internal presentation where a 2person group was given an event and they had to create a complete event plan with sponsorship proposal.	Reference sponsorship proposals of FICCI events. www.eventbrite.com https://www.morebusiness.com/sponsorship-marketing/ http://www.marketing-schools.org/types-of-marketing/event-marketing.html		



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2. Practical Approach : Other activities (Atleast 4 distinct activities)

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Role Play			
2	Industry Visit			
3	Academic Projects	Designing a event plan along with budgets and venue		
4	Book Review			
5	Group Discussion	Air India case discussion on reputation management and crisis management.		
6	Business Quiz / Business News sharing			
7	Videos / Simulation	Use of technology (drones) in event management New age PR & Image building using social issues		
8	Use of Softwares and Labs			
9	Any other activity			



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Evaluation:

I) Internal:

Component	Details	Marks
Class Test		
Presentation	Event plan and budget	20
Case Study	Internal assessment Case Analysis of Air India – Public relations & crisis management	Assessment and discussion
Participation	Presentation, discussion and interaction	5
Others		

Signature of Faculty

Signature of the Co-ordinator