Gyanmanjari
Innovative University

Subject: Event Marketing and Sponsorship – BBAEV14314

Type of course: Major (Core)

Prerequisite:

Students should have basic knowledge of Marketing, Event Management along with Event Planning.

Rationale:

This course equips students with practical skills in marketing strategies, sponsorship acquisition, and measurement techniques, enabling them to effectively prepare, design, sell, and evaluate event and marketing programs.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks			Total Marks
CI	T	P	C	SEE	CCE		
					MSE	ALA	
4	0	0	4	100	30	70	200

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

4 Credits * 25 Marks = 100 Marks (each credit carries 25 Marks)

SEE 100 Marks will be converted in to 50 Marks

CCE 100 Marks will be converted in to 50 Marks

It is compulsory to pass in each individual component.

Course Content:

Sr. No	Course content	Hrs	% Weightage
1	**Foundations of Event Marketing:** • Role of events in IMC; • Event types (B2B, B2C, trade shows, festivals, MICE, sports); • Event as marketing tool vs product; • Audience segmentation & buyer journeys for events; Positioning & branding through events; • Experiential marketing fundamentals.	15	25
2	**Sponsorship: Strategy, Rights & Pricing:** • Sponsorship landscape and types (cash, in-kind, media, cause-related); • Sponsor objectives and decision criteria; • Creating sponsor value propositions and rights packages; Sponsorship inventory and valuation methods; • Negotiation & contracting basics; • Ethical & legal aspects of sponsorship.	15	25
3	**Activation, Promotion & Digital Amplification:** • Integrated promotion mix for events: PR, advertising, content & influencer strategies; • On-site activation design and brand integrations; • CRM & ticketing strategies; • Digital promotion — social media campaigns, email, SEO/SEM for events, microsites; • Measuring engagement (attendance drivers, dwell time, social metrics).	15	25
4	**Budgeting, Measurement, Risk & Case Applications:** • Event budgeting and P&L; • sponsorship revenue forecasting; • ROI and effectiveness measurement (SROI, media equivalence, lead metrics); • KPI dashboard design; legal / permits / insurance basics; • Risk & crowd management basics; 3–4 Indian case studies.	15	25

Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1	**Event Poster Design:** Students will select any one event idea (college fest, seminar, sports meet, or cultural show) and design a simple poster using Canva/Word. They will save it as PDF and upload on GMIU Web Portal.	10
2	**Sponsorship Proposal Writing:** Students will prepare a short sponsorship proposal (5–6 lines) for a college event of their choice, mentioning sponsor benefits. They will upload the PDF on GMIU Web Portal.	10
3	**Field Visit – Event Venue Study:** Students will visit a nearby event venue (banquet hall, auditorium, ground, etc.) and note down 5 facilities available (seating, parking, sound system, etc.). They will prepare a short report in PDF and upload on GMIU Web Portal.	10
4	**Event Marketing Ideas:** Students will choose one event (sports event, cultural fest, or workshop) and list 5 simple marketing ideas (social media, posters, banners, word of mouth, etc.). They will upload the PDF on GMIU Web Portal.	10
5	**Analyze an Event Advertisement:** Students will collect any one event advertisement (from newspaper, poster, or social media) and write 3–4 lines about its marketing message. They will upload the PDF on GMIU Web Portal.	10
6	**Identify Local Sponsors:** Students will visit 1–2 local businesses (shops, gyms, cafés, or coaching centers) and list them as potential sponsors for a college event. They will upload the PDF on GMIU Web Portal.	10
7	**Attendance**	10
	Total	70

Suggested Specification table with Marks (Theory): 100

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	30%	30%	10%	10%	10%	10%

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcome:

After learning the course, the students should be able to:	
CO1	Design event concepts as strategic marketing tools to engage targeted audiences
CO2	Develop sponsorship proposals, rights packages, and valuation models aligned with sponsor objectives.
CO3	Create integrated promotion and activation plans using both traditional and digital platforms.
CO4	Evaluate budgets, assess risks, and evaluate event effectiveness using ROI and performance measurement techniques

Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction. Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses. The internal evaluation will be done on the basis of Active Learning Assignment.

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

Reference Books:

[1] Razaq Raj, Paul Walters & Tahir Rashid — 'Events Management: Principles and Practice'
[2] G.A.J. Bowdin, J. Allen, R. Harris et al. — 'Events Management' (Routledge).
[3] Joe Goldblatt — 'Special Events: Creating and Sustaining a New World for Celebration'.
[4] Leonard H. Hoyle — 'Event Marketing: How to Successfully Promote Events, Festivals, Conventions and Expositions'
[5] Sanjaya Singh Gaur & Sanjay V. Saggere — 'Event Marketing & Management' (Vikas) — India-focused perspectives on sponsorship and promotion.