

## **COURSE OBJECTIVES AND COURSE OUTCOMES**

### **S.Y.B.M.S. (SEMESTER - IV)**

#### **SUBJECT: MARKETING - EVENT MARKETING**

<b>Sr. No.</b>	<b>Course Objectives</b>	<b>Course Outcomes</b>
1)	To explain the basic concepts of Event Marketing	Learners will absorb the firsthand experience of Marketing an event
2)	To describe segmenting, targeting and positioning in the context of Event Marketing	Learners will aware about the targeting, segmentation and positioning in the context of event marketing
3)	To familiarize learners with trends and challenges in Event Marketing	Learners will become knowledgeable about the latest trends in various categories of events
4)	To impart knowledge to learners about categories of Events	Learners will identify the type of event and its requisites