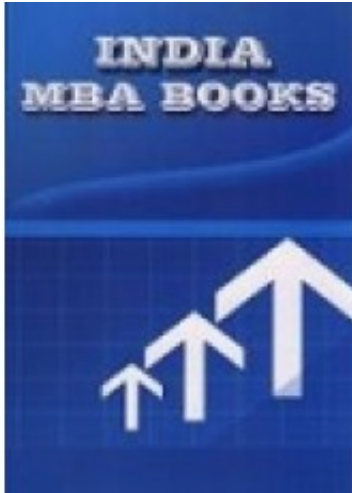


# Human Resource Management



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**Human Resource Management**

### **UNIT-I**

**Events – Nature, definition and scope, C’s of events, designing, interaction and importance; Event marketing tools – various needs addressed by events, focusing and implementing events, advantages and disadvantages of events**

### **UNIT-II**

**Elements of Events – Event, infrastructure, target audience, organizers, venue, media activities to be carried**

**out; concept of market in events, segmentation and targeting of the market events**

### **UNIT-III**

**Positioning in events and the concept of event property; events as a product, methods of pricing events, events and promotion, various functions of management in events**

### **UNIT-IV**

**Strategic alternatives arising from environment, competition and defined objectives; pricing objectives; evaluation of event performance – measuring performance and correcting deviations**