



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Textile Technology
Choice Based Credit System (CBCS) in Light of NEP-2020
Generic Elective for UG Courses
(2021-2025)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME									
			THEORY			PRACTICAL			L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
BTTX906	GE	FASHION EVENT MANAGEMENT	60	20	20	-	-	3	0	0	3	

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P - Practical; C - Credit.

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

1. To create an understanding of the different types of fashion events and the planning required for their successful organization.
2. To familiarize the students with the various practical steps required for successful organization of fashion events and impart knowledge about the ways in which all the relevant activities could be effectively coordinated.

Course Outcomes (COs):

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes.

The students will be able to

1. Apply their knowledge in organizing different types of fashion events.
2. Have a practical knowledge of the main administrative, design, marketing, operational and risk management steps required for the successful organization of fashion events.

Syllabus:

Unit-I Introduction of Event Management and Their Types

10 HRS

Anatomy of Fashion Events: Introduction to event management – Types and category, Sports, Rallies, Wedding, Fashion and corporate events, Principles of Event Management, Key roles, types and purposes of fashion events – fashion show, fairs & trade show, product launch, Role of an event coordinator - Administration, Design, Marketing, Operations, Risk, Creating an event plan.

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Unit-II Event Preparation

9 HRS

Initial Planning Requirements: Creating themes for the event, Targeting the audience /vendors, Timing the event and finding a venue, Guest lists and invitations, Organizing the required, production team and preparing duty charts, Budget estimation, Seeking sponsorships – writing sponsorship letters.

Unit-III Audio Visual Aids for Event

9 HRS

Venue requirements: Stage/ booth design, Seating patterns and plan, Lighting and allied audiovisual effects, Preparation of Program Booklet, Catering arrangements, Progress monitoring through checklists.

Unit-IV Show Rehearsals and Fine Tuning

8 HRS

Catwalk Presentation Requirements: Merchandise selection, Models selection, Music and choreography, Final show sequence and rehearsals, Fitting sessions, Dressing area arrangements, Commentary requirements, Closing and striking the show.

Unit-V Marketing and Evaluation of the Show

9 HRS

Pre-Show Marketing and post show follow up: Creating a pre and post-event promotion plan, Building media relations, preparing press release and media kit, Post Show Evaluation.

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Text Books:

1. Guide to Producing a Fashion Show (3rd Edition), Everett, J. C., Swanson, K. K., Fairchild Publications, NY, 2012.
2. Professional Event Coordination, Rutherford (Ed.2), S. J., Wiley, 2012.

References:

1. How to Produce a Fashion Show, from A to Z, Paula, T., Pearson Prentice Hall, 2012.

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