

Certificate Course/ Program(s) Title	Tuition Fee (Rs.)
Event Management, Marketing & Public Relations	Rs. 45,000/-

**Training Partner:** R.K. Academy of Art & Design (RKAAD)

**Certificate by:** The University of Delhi (DU) shall award 'Certificate of Completion' jointly signed by the official representative of the COL-DU and the training partner, i.e., RKAAD

**Course objectives:**

The **Certificate Course in Event Management, Marketing & PR** offered by the Delhi University in association with the **RKAAD** is designed for freshers or beginners who aspire to learn gain formal and practical knowledge leading to possible careers in the field of event management, corporate communications, public relations (PR).

**Course Contents / Topics of Discussion:**

- Introduction to Event Management
- Event Planning, Ideation & Costing
- What are Event Creatives & Collaterals?
- Understanding Event Types
- Corporate Events & Incentives
- Weddings & Personal Celebrations
- Sports Events
- Exhibitions & Trade Fairs
- Music Events & Concerts
- Celebrity & Artist Management
- Marketing & PR For Events

**Eligibility:**

10+2 pass candidates (from any stream or subjects) can apply to join this event management course in DU. Candidates appearing or appeared in qualifying exams (i.e.10+2) may also apply. Students pursuing degree or diploma courses from any colleges or universities or institutes may apply. Applicants may also be subject to screening.

**Class Mode:** The classes shall be offered both through offline and online modes.

**Course Duration:** An overall of 90 hours with a mix of tutorials, practical, performances, assignments, etc usually covered within 10 months (or lesser duration/ short term course varying on the number of classes conducted per week).

For any more information, please contact at 011-27181469 or +91-9312237583 (Call/ SMS/ WhatsApp). Alternatively, interested may also email at [infocoldu@gmail.com](mailto:infocoldu@gmail.com), [info@rkfma.com](mailto:info@rkfma.com) for any queries.

**Important:**

- the syllabus mentioned above is subject to change/update/modify without any prior notice keeping in view the latest trends.
- classes schedules shall be prepared after completion of the admission process.

**Work Opportunities:**

Students successfully completing the training programs shall be kept informed on the work opportunities, internships, jobs, etc.