



Course Category	Events			
Course Title	Introduction to Public Relations Event Planning			
Course Code	EV004			
Medium of Instruction	Cantonese			
Duration	30.0 hour(s)			
Course Fee	Macao Resident: MOP2,680 Non-Macao Resident: MOP2,680			
Certificate	Students who have obtained an overall passing grade of the course and met the attendance requirement will be issued a course certificate by UTM. The passing grade of the course is 50.			
	Course Code	Sub Code	Course Start Date	Course End Date
	EV004	2401	2024/06/18	2024/07/18
	Course Code	Sub Code	Registration Period	Quota
	EV004	2401	2024/05/06 - 2024/06/14	25
Objective	<p>This course teaches students how to meet corporate PR objectives through enterprise situation analysis, setting of objectives, human resources planning, promotion, budgeting, and event evaluation.</p> <p>Students will also learn about the processes, skills, coordination work and precautions needed for event planning.</p>			
Outline	<ul style="list-style-type: none">• Enterprise Situation Analysis• Objectives, Categories and Themes of PR activities• Event Process Design• Logistics and Venue Setup• Staffing and Coordination• Promotion and Sponsorship• Event Budget Plan• Risk Management• Evaluation of PR Event			
Teacher	Please refer to the schedule			