

ASPECT OF MARKETING MANAGEMENT IN COLOURING COMPETITION FOR EARLY CHILDHOOD

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ABSTRACT

Colouring Competition for early childhood Polbeng Business Expo is an event designed to foster creativity in early childhood. This project highlights the planning, implementation and marketing strategies implemented to attract participants and increase public interest in the Polbeng Business Expo event, especially the colouring competition. The main objective of this final assignment is to explore the effectiveness of event-based marketing strategies in engaging early childhood participants and encouraging community involvement to participate in these activities. Marketing management contributes to the understanding of how event marketing can effectively reach specific audiences, such as parents and children, while providing actionable recommendations for similar initiatives in the future. This final project provides valuable insight into event marketing strategy, emphasizing its role in creating meaningful experiences that can achieve organizational goals.

Keyword: *Colouring Competition, Early Childhood, Marketing Management*