

Event Management, Certificate

Requirements

The undergraduate Certificate in Event Management requires a minimum of 21 s.h. of credit, including at least 6 s.h. in event management coursework (prefix EVNT). A maximum of 9 s.h. of approved transfer work may be applied to the Focused Elective requirements of the certificate. Students must maintain a grade-point average of at least 2.00 in work for the certificate.

The certificate may be earned by any student admitted to the University of Iowa who is not enrolled in a UI graduate or professional degree program. Undergraduate to Graduate (U2G) students may earn the certificate when the undergraduate classification is primary.

Students take EVNT:3154 Foundations of Event Management or SRM:3154 Foundations of Event Management prior to registering for EVNT:3260 Event Management Workshop or SRM:3147 Sport Event Management. Both core courses must be completed before students register for their internship in one of these: EVNT:2110 or SRM:4196 or SRM:4197 or SRM:4199.

Some of the certificate courses have prerequisites not included in the certificate requirements. Students should select courses for which they have met the prerequisites.

The Certificate in Event Management requires the following coursework.

Core Courses

Course #	Title	Hours
One of these:		
EVNT:3154	Foundations of Event Management	3
SRM:3154	Foundations of Event Management	3
And one of these:		
EVNT:3260	Event Management Workshop	3
SRM:3147	Sport Event Management	3

Internship

The core courses must be completed prior to enrollment in the internship.

Course #	Title	Hours
One of these:		
EVNT:2110	Internship in Event Management	3
SRM:4196	Interscholastic Athletic Administration Field Experience (must enroll in at least 3 s.h.)	arr.
SRM:4197	Sport and Recreation Field Experience	3

SRM:4199	Independent Sport and Recreation Field Experience (must enroll in at least 3 s.h.)	arr.
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Focused Electives

Course #	Title	Hours
A minimum of 12 s.h. chosen from these (6 s.h. of focused elective coursework must be numbered 2000 or above with no more than two courses at the 1000 level):		
EVNT:3160	Crisis Management	3
EVNT:3165	Event Marketing	3
EVNT:3170	Venue Management	3
EVNT:3180	Sustainable Events	3
EVNT:3185	Topics in Event Management (repeatable)	3
EVNT:3260	Event Management Workshop (if not used to satisfy core requirement)	3
ARTS:1070	Elements of Graphic Design	3
BUS:3000	Business Communication and Protocol	3
COMM:1816	Business and Professional Communication	3
COMM:1818	Communication Skills for Leadership	3
COMM:1819	Organizational Leadership	3
COMM:1830	Communication Skills for Community Engagement	3
COMM:2044	Political Communication	3
COMM:2829	Leadership for Civic Dialogue	1-3
COMM:4044	Political Marketing: Media, Campaigns, and Persuasion	3
ENTR:1350	Foundations in Entrepreneurship	3
ENTR:3595/ MGMT:3500/ MUSM:3500/ NURS:3595/ RELS:3700/ SSW:3500	Nonprofit Organizational Effectiveness I	3
JMC:1300	Introduction to Journalism and Strategic Communication	3
JMC:3530	Social Media Marketing	3
JMC:3540/ SMC:3540/ SPST:3181	The Business of Sport Communication	3
JMC:3710/ MUSM:3710	Fundraising Fundamentals	3
JMC:3720/ MUSM:3720	Nonprofit Communications	3
MKTG:3000	Introduction to Marketing Strategy	3
MKTG:4101	Integrated Marketing Communications	3
POLI:3202	Political Psychology	3
SRM:2065	The Experience Economy	3

SRM:3147	Sport Event Management (if not used to satisfy core requirement)	3
SRM:3158	Sport and Recreation Promotion	3
SRM:3175	Sales in Sport	3
SRM:3178	Communications and Public Relations in Sports	3
SRM:3210	Event Bidding: Processes and Strategies	3
SRM:4197	Sport and Recreation Field Experience (if not used to satisfy internship requirement)	3
THTR:3270	Entertainment Design	3
THTR:3510/ INTD:3510	Introduction to Arts Management	3
UICB:4415/ ARTS:4415	Introduction to Classical Calligraphy	3

Certificate: event management focused elective course numbered 2000 or above ^b	3
Hours	6
Total Hours	21

- a Taking this course as early as possible and before EVNT:3260 is recommended.
- b See the General Catalog for list of approved courses.
- c Choose from EVNT:2110, SRM:4196, SRM:4197, SRM:4199.

Academic Plans

Sample Plan of Study

Sample plans represent one way to complete a program of study. Actual course selection and sequence will vary and should be discussed with an academic advisor. For additional sample plans, see MyUI.

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Course	Title	Hours
Academic Career		
Any Semester		
Students are welcome to begin the Event Management certificate any year.		
Hours		0
Second Year		
Any Semester		
EVNT:3154 or SRM:3154	^a Foundations of Event Management or Foundations of Event Management	3
	Certificate: event management focused elective course ^b	3
	Certificate: event management focused elective course ^b	3
Hours		9
Third Year		
Any Semester		
SRM:3147 or EVNT:3260	Sport Event Management or Event Management Workshop	3
	Certificate: event management focused elective course numbered 2000 or above ^b	3
Hours		6
Fourth Year		
Any Semester		
	Certificate: internship ^c	3