

Event Management

Director, School of Journalism and Mass Communication

Melissa Tully

Coordinator, Event Management

Heather J. Spangler (Journalism and Mass Communication)

Undergraduate certificate: event management

Website: <https://journalism.uiowa.edu/certificate-event-management>

Nearly every kind of organization has a need to create and manage events, from corporations to recreational centers, from hotels to sports teams. The Certificate in Event Management is designed to serve the career goals of a growing number of students who want to learn about the profession and wish to enter the field. It combines experiential learning with academic coursework, preparing students with the practical and intellectual skills necessary to succeed in the industry. The certificate is both interdisciplinary and intercollegiate.

Students who earn the Certificate in Event Management will know and be able to demonstrate the basic principles of organizing a successful event. They will gain a robust understanding of the diverse field of event management and careers in the event management industry.

In addition to these core competencies, students gain proficiency in:

- strategic and professional communication (oral, written, visual/design, interpersonal, group, professional, social media, and marketing);
- project management (goal setting, time management, financial, risk management, site and staff management, event design, and technology); and
- cultural and social awareness (religious, cultural, physical, and social nuances that impact event management choices; best practices for safe, inclusive events; and legal and ethical issues).

The School of Journalism and Mass Communication and the departments of Communication Studies, Health, Sport, and Human Physiology (College of Liberal Arts and Sciences), and Marketing (Tippie College of Business) collaborate to offer the certificate. The Certificate in Event Management is administered by the School of Journalism and Mass Communication.

Programs

Undergraduate Program of Study Certificate

- Certificate in Event Management

Courses

Event Management Courses

- EVNT:1000 First-Year Seminar** 1 s.h.
Small discussion class taught by a faculty member; topics chosen by instructor; may include outside activities (e.g., films, lectures, performances, readings). Requirements: first- or second-semester standing.
- EVNT:2110 Internship in Event Management** 3 s.h.
Internship for event management certificate. Prerequisites: (EVNT:3154 or SRM:3154) and (EVNT:3260 or SRM:3147).
- EVNT:3154 Foundations of Event Management** 3 s.h.
Large, major special events, professional meetings, and conferences; development and planning, implementation of events, management and evaluation of events; development requirements of planning events, development strategies, budgeting, staffing requirements, resource allocation, site planning, basic risk management requirements, emergency procedures; event implementation policy and procedures; relationship to elements within development stages; event management and evaluation procedures.
- EVNT:3160 Crisis Management** 3 s.h.
Exploration of crisis management through research, speakers, and hands-on experience.
- EVNT:3165 Event Marketing** 3 s.h.
Understand event marketing best practices, especially through the lenses of law and ethics, writing and storytelling, and multiculturalism.
- EVNT:3170 Venue Management** 3 s.h.
Exploration of venue management field through speakers, research, and hands-on experiences.
- EVNT:3180 Sustainable Events** 3 s.h.
Events can have a substantial impact on our natural environment, and choices event managers make are critical in minimizing an event's carbon footprint; students explore sources of event waste, zero-waste event planning, careers in sustainable events, and more.
- EVNT:3185 Topics in Event Management** 3 s.h.
Focus on particular area, issue, approach, or body of knowledge in the world of event planning; topics may include political campaign events, social media events, diversity issues, and risk management.
- EVNT:3260 Event Management Workshop** 3 s.h.
Hands-on experience in event planning; working with clients, conceptualizing events, lining up small and large details, promoting events via social media and other means, carrying out events, and reflecting on outcomes; meet with event planning professionals; complete individual and group projects. Prerequisites: EVNT:3154 or SRM:3154.