

Event Management

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Undergraduate certificate: event management

Website: <https://journalism.uiowa.edu/certificate-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.