

# 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>

## 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.