

# Event Management

## Director, School of Journalism and Mass Communication

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**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.