Event Planning, Certificate

Students who earn the Certificate in Event Planning 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 planning and careers in the event planning 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 planning choices; best practices for safe, inclusive events; and legal and ethical issues).

The undergraduate certificate may be earned by any student admitted to the University of Iowa who is not concurrently enrolled in a graduate or professional degree program.

The Certificate in Event Planning requires a minimum of 21 s.h. of credit. Students may only take two elective courses at the 1000 level. Students must maintain a g.p.a. of at least 2.00 in work for the certificate.

Students can count a maximum of 6 s.h. completed for a major toward the Certificate in Event Planning. The certificate is not an eligible second area of emphasis for journalism and mass communication students.

Students take either EVNT:3154 Foundations of Event Management or SRM:3154 Foundations of Event Management prior to registering forEVNT:3260/JMC:3260 Event Planning Workshop or SRM:3147 Sport Event Management. Both core courses must be completed before students register for their internship.

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 Planning requires the following course work.

Core Courses

One of these:		
EVNT:3154	Foundations of Event Management	3
SRM:3154	Foundations of Event Management	3
And one of these:		
EVNT:3260/ JMC:3260	Event Planning Workshop (consult advisor)	3
SRM:3147	Sport Event Management	3

Internship

One of these:		
EVNT:2110/ JMC:2110	Internship in Event Planning	3
SRM:4197	Sport and Recreation Field Experience	1-3

Focused Electives

A minimum of 12 s.h. chosen from these (6 s.h. of focused elective course work must be numbered 2000 or above):		
EVNT:3185	Topics in Event Planning	3
EVNT:3260/ JMC:3260	Event Planning Workshop (if not used to satisfy core requirement)	3
ARTS:1070	Elements of Graphic Design	3
COMM:1809	Social Marketing Campaigns	3
COMM:1816	Business and Professional Communication	3
COMM:1818	Communication Skills for Leadership	3
COMM:1819	Organizational Leadership	2-3
COMM:1830	Solving Public Problems: Dialogue and Deliberation for Democracy	3
COMM:2044	Political Communication	3
ENTR:1350	Foundations in Entrepreneurship	2
ENTR:3595/ MGMT:3500/ RELS:3700/ NURS:3595/ MUSM:3500/ SSW:3500	Nonprofit Organizational Effectiveness I	3
FPC:3100/ JMC:3101	Fundraising Fundamentals	3
JMC:2200	Principles of Strategic Communication	3
JMC:3100/ FPC:3185	Fundraising and Philanthropy Communication	3
JMC:3126	Social Media Marketing	3
JMC:3181/ SPST:3181	The Business of Sport Communication	3
MKTG:3000	Introduction to Marketing Strategy	3
MKTG:4275	Social Media Marketing	3
POLI:3202	Political Psychology	3
POLI:3602	New Media and Politics	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:4197	Sport and Recreation Field Experience (if not used to satisfy internship requirement)	1-3
THTR:3270	Entertainment Design	3
A course in journalism and mass communication business of media course (consult advisor)		3
A course in journalism and mass communication in digital event planning (consult advisor)		3