Proposal:  
Certificate in Event Planning

Background
Mid-way through her major in sociology, a University of Iowa student took an internship in event planning, and realized that event planning was what she wanted to do when she graduated. At this late date, she couldn’t very well change majors. Doing so would unduly prolong her time on campus. Even if she had wanted to, however, it was unclear which other major would be appropriate. There were courses in the Sports Management track of Health and Human Physiology, including courses with the words “event planning” in them. The School of Journalism and Mass Communication had several related courses, and again one of them was called “event planning.” Communication Studies offered another set of courses, as did the Department of Marketing in the College of Business. It was all a bit confusing. With no one to guide her, she did the only thing she could do: she finished her sociology major, completed another internship in event planning, and cobbled together a set of electives from these various units to satisfy her curricular needs.

This student actually exists. Her name is AnaMarie Napolitano and she expects to graduate in May 2015. Her story says something about the state of event planning at UI. Offered in bits and pieces around campus, it is difficult for interested students to know where to turn. It is what she did next, however, that is especially telling. In true University of Iowa fashion, Ana took a giant next step. She went online and discovered a professional event planners’ association. She learned that this association had student chapters at several universities around the country. So, she organized a student chapter here at the University of Iowa. Now just a year old, the chapter already has 34 members from across the campus, and expects to double in size in the next year.

A set of course offerings scattered across the college and university coupled with great student demand: these are the precise conditions CLAS certificate programs are designed to address.

Research
Event planning/management is a growing area in recreational management and strategic communication departments, schools, and tracks. An online search produced a list of roughly twenty-five colleges and universities offering undergraduate and graduate degrees and programs in this area.

However, among CIC schools, classes, much less programs, specifically focused on event planning are scarce. We found no strategic communication or public relations track that offers courses in event planning. Several units offer a single course in event planning. They include:

- **SMGT, 3111, “Sports Facility and Event Management.”** Offered by The School of Kinesiology in the College of Education and Human Development at the University of Minnesota.
- **HB 380, “Meeting and Event Planning Management.”** Offered by The School of Hospitality and Business in the Broad College of Business at Michigan State University.
SPH-T 410, "Event Planning & Program Development." Offered by The Recreational Sport Management Program in the School of Public Health, Indiana University.

Two CIC universities offer significant programs in event planning. The University of Nebraska-Lincoln has an event planning emphasis within its Hospitality, Restaurant, and Tourism Management program, and The College of Human Sciences at Iowa State University offers a major in event planning.

With contributions from four units and two colleges, UI’s program will be distinctive enough from these others to represent an excellent recruiting tool for prospective students. We will house the only certificate in event planning offered by a school/department of journalism/communication in the CIC. Much like other applied skills certificates offered within CLAS—in data analysis, fundraising and philanthropy and writing, among others—the program will provide UI students an opportunity to gain valuable work skills to complement their liberal arts education.

Units Proposing the Certificate
During AY 2012-2013, representatives of the sports management track within the Department of Health and Human physiology prepared to offer a certificate in event planning. At the time, they were told to collaborate with other units. Through Dean Helena Dettmer, they approached the SJMC. Once details were worked out between these units, together they approached the Department of Communication Studies within CLAS and the Department of Marketing within the College of Business. The certificate program will be housed within the SJMC. Required courses will be shared between the SJMC and Sports Management. The Department of Communication Studies and the Department of Marketing will contribute electives to the certificate program.

Purpose
The Certificate in Event Planning is designed to serve the career goals of a growing number of students who wish to enter this field. Nearly every kind of organization has a need to create and manage events, from corporations to recreational centers, hotels to sports teams. In fact, there are over thirty employees just on the University of Iowa campus whose role includes a significant amount of event planning.

As a significant part of their focused educational experience, students will complete a 3 s.h. internship at an organization that has significant event planning needs.

This certificate will potentially fit within any undergraduate major, combining its core courses with electives from the four contributing units. In this way, the certificate is both interdisciplinary and intercollegiate. The certificate is open to any student earning a baccalaureate at The University of Iowa.

Additionally, the certificate augments several other certificate programs, including certificates in entrepreneurialism and in philanthropy and strategic communication.

Rationale
The Occupational Outlook Handbook of the Bureau of Labor Statistics (BLS) (http://www.bls.gov/ooh/business-and-financial/meeting-convention-and-event-planners.htm) shows that in 2012 there were over 94,000 individuals employed in the area of event planning. Over the next decade, the BLS expects this number to
grow by 33%, making it an occupation that is, in its words, "growing much faster than average."

Students are responding to this growth. The Sports Management track within Health and Human Physiology offers several courses related to sports event planning and expects to add still more in the near future. Its basic course, Foundations of Event Management, routinely fills sixty seats each semester. A more broadly pitched event planning course in the SJMC is offered every fall semester, and it routinely fills over forty seats. This past semester it attracted 42 students with an additional 22 students on a waiting list. Student demand for courses in this area, in other words, matches the growth of job opportunities.

Mission Statement
The Certificate in Event Planning provides undergraduate students with an opportunity to learn about the profession of event planning. It combines experiential learning with academic coursework, preparing students with the practical and intellectual skills necessary to succeed in this industry.

Proposed Curriculum for the Certificate

Certificate for Event Planning
The certificate requires the completion of a minimum of 21 semester hours. The certificate is open to any undergraduate enrolled at The University of Iowa regardless of college affiliation. If approved, course numbers for core courses will need to be generated so that particular courses may be cross-listed between the SJMC and SRM. Also, two new courses will need to be created (Digital Event Planning and Event Planning Internship). Below, we have used placeholder course numbers for these courses, “3XXX,” and “4XXX.” These numbers can be in effect for the spring 2016 semester. For fall 2015, students will need to be advised appropriately to ensure that they receive credit for program courses completed.

1. Core Courses
The following courses are required (9 s.h.):

- SRM 3154/JMC 31XX, Foundations of Event Management (3 s.h.)
- Either SRM 3147, Sport Event Management OR JMC 31XX, Event Planning
- See Appendix A for course descriptions.

Notes: Completion of SRM 3154/JMC 31XX AND SRM 3147/SJMC 3185 is a prerequisite for enrolling in the internship course. With adviser approval, SRM 4197, Recreation and Sports Business Practicum, may be substituted for JMC 3XXX.

2. Internship

- JMC 3XXX, Event Planning Internship (3 s.h.) [This course will need to be created specifically for the program. It will likely need to have a new “Event Planning” code in front of it].
3. **Focused Electives**

A minimum of 12 s.h selected from the focused elective list is required:

- SRM 2065, The Experience Economy (3 s.h.)
- SRM 3147, Sport Event Management (3 s.h.)
- SRM 3158, Recreation and Sport Promotion (3 s.h.)
- SRM 3175, Business Development and Sales in Sport (3 s.h.)
- SRM 3178, Communication and Public Relations in Sport (3 s.h.)
- JMC 2200, Communication and Public Relations (3 s.h.)
- JMC 3100, Fundraising and Philanthropy Communication (3 s.h.)
- JMC 3181, The Business of Sports Communication (3 s.h.)
- JMC 31XX, The Business of Media (3 s.h.)
- JMC 4XXX, Digital Event Planning (3 s.h.)
- COMM 1809, Social Marketing Campaigns (3 s.h.)
- COMM 1816, Business and Professional Communication (3 s.h.)
- COMM 1818, Leadership and Organizational Procedures (3 s.h.)
- COMM 1819, Organizational Leadership (3 s.h.)
- MKTG 3000, Introduction to Marketing Strategy (3 s.h.)
- MKTG 4275, Social Media Marketing (3 s.h.)

- See Appendix B for a list of focused electives.

**Note:** Students may take only two elective courses at the 1000 level. Also, some pre-requisites apply. JMC 2200 is a pre-requisite for entry into upper-division JMC courses. ECON 1100 is a pre-requisite for entry into MKTG 3000. MKTG 4275, which is a major-level course in the College of Business, students must get special permission via an online form. If students have taken MKTG 3000, and space permitting, students will receive permission to enroll during the second week of early registration.

**Program Administration**

The Certificate in Event Planning program is sponsored by the College of Liberal Arts and Sciences (CLAS) with the support of Associate Dean Helena Dettmer and Dean Chaden Djalali. The School of Journalism and Mass Communication will serve as the administrative home for the program.

**Academic Coordinator**

Heather Spangler, a full-time instructor in the SJMC, will serve as the certificate’s academic coordinator.

The coordinator, in consultation with the Advisory Board, is responsible for the following:

1. Facilitates program implementation;
2. Develops curriculum, soliciting new courses as appropriate;
3. Assures course availability for certificate students;
4. Enforces policies and procedures for certificate as needed;
5. Advises students about certificate requirements;
6. Makes curricular exceptions as approved;
7. Organizes Advisory Board meetings;
8. Builds certificate enrollment;
9. Proposes budgetary needs;
10. Assesses program;
11. Writes annual report to Advisory Board;
12. Functions as liaison to CLAS, Admissions, External Relations, and the Registrar for the certificate;
13. Works with the professional community of event planners.

Advisory Board
The Advisory Board for the Certificate in Event Planning will approve revisions in program curriculum and all changes to certificate policies and procedures. The committee will advise the academic coordinator on program operations, including the budget, expenditures, co-curricular activities, and program assessment.

The Board will be composed of five to six members, representing the interdisciplinary nature of the certificate program. Members will represent at least 3 departments within CLAS and one or more departments/units outside of the college. Up to 2 additional members may come from the professional community of event planners.

The Board will meet at least once a semester.

The following faculty will initially serve on the Board if the proposal is approved for implementation:

- Mike Teague, Sports Management
- Walid Afifi, Communication Studies
- David Ryfe, SJMC
- Catherine Cole, Marketing
- SRM Professional
- SJMC Professional

Certificate Program Outcomes
Completion of the certificate will encourage the following student outcomes:

1. An understanding of the history and composition of event planning as a professional field;
2. A facility with skills necessary to become a professional event planner;
3. An understanding of the relationship between event planning and the wider fields of strategic communication and marketing;

Assessment
Items 1 and 2 above are introduced to students in the two core courses of the certificate. Item 2 is enhanced through the required completion of an internship; elective courses are designed to ensure completion of item 3.

The coordinator of the program, working closely with the Advisory Board, will design particular assessment strategies for the program to ensure that the curriculum and certificate activities are helping students to achieve the intended outcomes.

Enrollment Projections
Given current student demand, enrollment in the certificate will most likely be between 30-50 students within the first year, and upwards of 100 students within 4 years. At that time, the program should graduate 20 students per year.

Resources Needed
- Appointment of Heather Spangler as a full-time instructor in the SJMC and coordinator of the program.
• Support from collegiate administrators, DEOs, faculty, and program staff invested in promoting and sustaining the proposed certificate program is requested through assistance in recruiting students, identifying courses each semester that would be offered to satisfy program requirements, and supporting faculty to serve on the Advisory Board of the program.
• Because all other required or elective courses are already offered on a regular basis no additional resources are being requested at this time.
In addition to these required courses, students must choose an additional 12 s.h. of focused electives (see Appendix B).

**SRM 3154/JMC 31XX 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.

**SRM 3147 Sport Event Management (3 s.h.)**
Current status, challenges, and opportunities in sporting event industry; sporting event planning, budgeting, marketing, sponsorship, and evaluation; development of event timelines and event management skills; introduction to networking and interaction with sporting events.

**JMC 31XX Event Planning (3 s.h.)**
Through this course, students will get hands-on experience with every aspect of event planning from working with clients, conceptualizing events, lining up small and large details, promoting events via social media and other means, carrying out events and, finally, reflecting on the outcomes. Students will meet with event planning professionals and complete individual and group projects to practice this fast-growing career.

**JMC 3XXX Event Planning Internship (3 s.h.)**
Professional internships in the field of event planning supervised by the adviser for the event planning program.
Appendix B
Course Descriptions: Focused Electives

In addition to these focused electives courses, students must complete 9 s.h. of required courses (see Appendix A).

SRM 2065 The Experience Economy (3 s.h.)
Introduction to emerging experience economy; just as manufacturing sector of economy supersedes agriculture and service economy supersedes manufacturing, how experience economy is now gaining ascendancy as the last, best hope for future economic growth; critical analysis of experience economy with discussion of ways in which experience economy may offer green, moral, and humane alternatives to previous stages of economic development; new opportunities for travel and tourism, sports settings, recreation and wellness services, possible applications in education and helping professions.

SRM 3147 Sport Event Management (3 s.h.)
Current status, challenges, and opportunities in sporting event industry; sporting event planning, budgeting, marketing, sponsorship, and evaluation; development of event timelines and event management skills; introduction to networking and interaction with sporting events.

SRM 3158 Recreation and Sport Promotion (3 s.h.)
Foundations and principles of recreation sport promotion and sales operation; application of foundations and principles to sport and recreation industries; historical aspects; current and future trends of sport and recreation management as it relates to sales and promotions; sales management, marketing, financial/economic, legal, and ethical principles related to sport management.

SRM 3175 Business Development and Sales in Sport (3 s.h.)
Fundamentals of business development and sales management; incentivizing sports consumers, direct and indirect sales strategies, brand communications, atmospherics, technology in sports sales, ticket sales, licensing products, negotiating sports sponsorships, and brand building.

SRM 3178 Communication and Public Relations in Sport (3 s.h.)
How public relations is used to promote service products, demonstrate social responsibility, and communicate with consumers and investors; campaigns, customer service, legal and ethical considerations in promoting service products, media events, information services, public relations in strategic management, atmospherics, critical service moment, social media.

JMC 2200 Communication and Public Relations (3 s.h.)
This course provides a conceptual and theoretical introduction to the practice of public relations with links to actual practice. Emphasis is on the development of public relations, the role of public relations in society, and strategic planning.

JMC 3100 Fundraising and Philanthropy Communication (3 s.h.)
Practical experience planning and writing fundraising materials; how yearly fundraising helps approximately 1.5 million nonprofit organizations receive more than $3 billion from individuals, foundations, and corporations to help people in
need, advocate for causes, support research/arts/culture, and enhance opportunities for public and/or their members.

**JMC 31XX The Business of Media (3 s.h.)**
This is a course about how US media are managed, about decision making in our current highly-charged, rapidly-changing media culture, about how major company decision makers seek competitive advantage and about their consequent successes and failures in doing so. It is intended for students who are 1) fascinated by all this; 2) curious about why media managers do what they do and; 3) believe that understanding management practices – good and bad -will help them succeed after graduation.

**JMC 4XXX Digital Event Planning (3 s.h.)**
Event planning is a growing field and an increasingly important aspect of strategic communications. In this course, we will study exemplars of events that occurred digitally or with a heavy social media and technology focus. Students will interact with digital event planning experts and gain hands on experience planning real-world digital events.

**COMM 1816 Business and Professional Communication (3 s.h.)**
Introduction to business and professional communication at individual and corporate levels; individual-level topics cover organizational communication, business vocabulary, speaking and writing, professionalism and interviewing; corporate-level topics focus on marketing, advertising, public relations, corporate communications, crisis communication management, business and communication plans, proposals; guest speakers from for-profit and not-for-profit organizations.

**COMM 1818 Leadership and Organizational Procedures (3 s.h.)**
Use of organizational procedures to facilitate discussion, from by-laws to full parliamentary procedure; how knowledge of effective organizational procedures enhances ability to participate in meetings and organizational business to run more smoothly; benefit to instructors of speech communication with inclusion of parliamentary procedure/debate units. Offered only through Guided Independent Study.

**COMM 1819 Organizational Leadership (3 s.h.)**
Introduction to nature of leadership, styles of leadership that are most effective, and ways in which obstacles may be overcome in groups or organizations; different approaches to qualities of leadership, role of visions and motivation, interpersonal and decision-making skills, meeting preparation and evaluation, and related communication skills. Offered only through Guided Independent Study.

**MKTG 3000 Introduction to Marketing Strategy (3 s.h.)**
Philosophy and activities of marketing; marketing environment of an organization; strategies with respect to marketing decisions, buyer behavior; spreadsheet analysis of marketing problems. Prerequisites: ECON:1100. Requirements: junior standing.

**MKTG 4275 Social Media Marketing (3 s.h.)**
Fundamentals of social media in a marketing context; establishing clear organizational goals, developing appropriate marketing strategies, and determining key campaign logistics (who, when, where); guest speakers and hands-on projects involving social media. Prerequisites: MKTG:3000.