



EVENTS MANAGEMENT CERTIFICATE (IU)

The Event Management Certificate offered in the Department of Tourism, Conventions and Event Management (TCEM) attracts students pursuing careers in corporate, non-profit/fundraising, social/special, cultural, or sports events. In addition to courses offered through TCEM, students can select from a number of related specialty courses from the Kelley School of Business (BUS), the Department of Organizational Leadership and Supervision (OLS), School of Public and Environmental Affairs (SPEA), School of Journalism (JOUR), and the Department of Museum Studies (MSTD) to explore the many different aspects of event management.

The Events Management Certificate may be pursued as a stand-alone degree or combined with an associate's or bachelor's degree*. This certificate is open to all IUPUI students, regardless of major. The Events Management Certificate will be awarded upon completion of the courses listed below with a passing grade and a cumulative GPA of 2.0.

*If you are a current IUPUI student who wants to pursue the Events Management Certificate, please complete the TCEM Admission Application at petm.iupui.edu/join_us. If you are not a current IUPUI student, please visit enroll.iupui.edu to find out how to apply to the Events Management Certificate program.

Required Courses (10 credits):

TCEM-E 104: Principles of Event Management	(3 cr.)
TCEM-E 304: Mechanics of Event Planning (PRE REQ: TCEM-E 104)	(3 cr.)
TCEM-E 404: Event Production (PRE REQ: TCEM-E 304)	(3 cr.)
TCEM-C 387*: Industry Internship	(1 cr.)

*100 hours. Must attend pre-internship info meeting and submit/obtain TCEM approval of internship proposal before starting internship. Internship meeting dates will be emailed out via the TCEM listserv. To subscribe to the TCEM listserv, send a request to tcemdept@iupui.edu.

Elective Courses - Select 3 (9 credits) – Below are recommended electives based on individual interests. However, any combination of courses will count toward completion of certificate.

Social/Cultural/Special Events

TCEM-E 210: Special Event Management (PRE REQ: TCEM-E 104)	(3 cr.)
TCEM-G 299: Special Topics in Tourism: Wedding Industry	(3 cr.)
TCEM-T 234: Cultural Heritage Tourism	(3 cr.)
MSTD-A 101: Understanding Museums	(3 cr.)

Sports Events

TCEM-E 219: Management of Sports Events	(3 cr.)
TCEM-G 299: Special Topics in Tourism: Hosting a Sports Mega-Event	(3 cr.)
TCEM-T 329: Tourism Sports Marketing	(3 cr.)

Association/Non-Profit/Fundraising Events

TCEM-E 477: Non-profit Meeting Management (PRE REQ: TCEM-E 104)	(3 cr.)
SPEA-V 221: Nonprofit and Volunteer Sector	(3 cr.)
SPEA-V 362: Nonprofit Management and Leadership	(3 cr.)
JOUR-J 431: Public Relations for Nonprofits	(3 cr.)
PHST-P 301: The History of and Contemporary Approaches to Philanthropy	(3 cr.)

Corporate Meetings/Business Events

TCEM-H 371: Convention Sales and Service	(3 cr.)
TCEM-E 377: Exhibit Marketing	(3 cr.)
TCEM-E 471: International Meeting Planning (PRE REQ: TCEM-E 304)	(3 cr.)
OLS-42300: Go Green	(3 cr.)

TOTAL: 19 credits

TCEM-E 104: Principles of Event Management

Provides an introductory approach to planning and organizing events. Focus is on the operational principles of for-profit and non-profit event types, including sporting, cultural, social, and business.

TCEM-E 210: Special Event Management

Explores in depth the planning for a myriad of social events such as themed parties, weddings, balls, fundraiser recognition and entertainment events. Experiential learning via event volunteer work is a component of this course.

TCEM-E 219: Management of Sports Events

Surveys sport event planning on the amateur and professional levels. Discussions and studies entail site selection, logistics, personnel, marketing, economics, and legalities of hosting an event.

TCEM-T 234: Cultural Heritage Tourism

Analyzes the integration of visitor interests/needs and the protection of cultural and heritage resources. Elements examined include the various cultural and heritage assets operable as tourism attractions in addition to the link between quality cultural heritage tourism and community development. Emphasis is placed on Indiana cultural and heritage tourism.

TCEM-G 299: Special Topics in Tourism: Wedding Industry

Focus is on the guidelines, timing, structure, vendors and attention to detail to plan weddings. The etiquette, required knowledge of cultures, social skill set and risk management required to execute this event type are all discussed.

TCEM-G 299: Special Topics in Tourism: Hosting a Sports Mega-Event

Explore the strategic management and marketing of major sporting events. Focus is to prepare students with the knowledge needed for sports and events management careers and to teach key concepts related to bidding, hosting, and planning major sporting events.

TCEM-E 304: Mechanics of Event Planning

Analyzes elements and details relating to organization and execution of events. Students practice and apply principles to a number of topics including budgeting, site selection, marketing, staffing, risk management, design and evaluation.

TCEM-T 329: Tourism Sports Marketing

Analyzes the use of marketing principles in the context of sport tourism and events.

TCEM-H 371: Convention Sales and Service

Explores convention and facility sales and service. Considers meetings and events pre-planning through post event evaluation from the supplies perspective. Topics include marketing and advertising a facility property, organizing a sales staff, selling to different markets and contract/legal issues.

TCEM-E 377: Exhibit Marketing

Leads students through every phase of exhibit marketing, from the initial planning stage to implementation and post-show follow-up.

TCEM-C 387: TCEM Internship

Provides an immersive, hands-on learning experience in the tourism industry. This independent study course offers opportunities to prepare students for a career in the industry.

TCEM-E 404: Event Production

Focuses on the creation, management and execution of events. Students will design an event concept and produce the event.

TCEM-E 471: International Meeting Planning

Explores the organization and production of international corporate business meetings, seminars, incentive trips and customer events using innovative and cost-effective programs that address changing business needs.

TCEM-E 477: Non Profit Meeting Management

Focuses on basic aspects and skills involved in planning and managing non-profit meetings and conventions. Examines sequences of events from the conceptual state of the first meeting plan through completion of the event.

SPEA V 362: Nonprofit Management and Leadership

Students in this course examine the management practices of nonprofit organizations. The course encourages students to take the perspectives of nonprofit managers, volunteers, board members, policy makers, donors, and clients. Course projects expand understanding of the nonprofit sector and develop students' management skills, analytical tools, and knowledge.

SPEA-V 221: Nonprofit and Voluntary Sector

This course provides a broad overview of the United States nonprofit sector. Topics include the sector's size and scope and its religious, historical, and theoretical underpinnings. It also examines perspectives on why people organize, donate to, and volunteer for nonprofit organizations and looks at current challenges that the sector faces.

JOUR-J 431: Public Relations for Nonprofits

This seminar focuses on how a nonprofit organization creates images and how it shapes its programs and goals to gain public support. Assignments and readings are designed to foster a practical understanding of promotional techniques and campaigns using journalistic and other media.

MSTD-A 101: Understanding Museums

Globally, museums are among the most complex, but trusted, sources for education, entertainment, and lifelong learning. Starting with a survey of museum missions, types, and histories, you will then study and practice the skills needed to read objects and exhibitions competently and critically as well as to draw upon a museum's holdings and services purposefully and independently.

OLS 42300: Go Green

This is an interdisciplinary course emphasizing sustainability, globalization, and an international culture experience. In this context, sustainability refers to design, engineering, manufacturing, technology and leadership processes implemented and maintained in industry and business for the purpose of being environmentally responsible, energy efficient, cost effective, and socially responsible.

PHST-P 301 The History of and Contemporary Approaches to Philanthropy: This course provides an historical context to explore contemporary approaches to philanthropy and civil society in the United States. Topics include the social, political and cultural conditions, as well as the patterns and current expressions of philanthropy.

Course Number	Fall*	Spring*	Summer*
TCEM-E 104	✓○**	✓○	
TCEM-E 304	✓	✓	✓○
TCEM-C 387	✓	✓	✓
TCEM-E 404	✓	✓	
TCEM-E 210	✓		✓○
TCEM-E 219	✓	✓	✓○
TCEM-T 234	✓○	✓	✓○
TCEM-G 299	✓		
TCEM-T 329	✓○	✓○	
TCEM-H 371	✓○		
TCEM-E 377	✓○	✓○	
TCEM-E 471	✓○	✓○	
TCEM-E 477	✓○	✓○	
OLS 42300			✓
MSTD-A 101	✓		
JOUR-J 431			✓
SPEA-V 362	✓	✓	
SPEA-V 221	✓	✓	✓
PHST-P 301	✓		

*Course offerings are subject to change. Check the registrar's course listing for updated course offerings and information.

** ○ indicates online option