

# SPORT MARKETING CERTIFICATE

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Designed for students and business professionals who are engaged in the dynamic field of marketing, the Sport Marketing Academic Certificate prepares individuals with the knowledge and skills needed to successfully engage in the marketing of sport goods and services.

## Program Requirements

Code	Title	Credits
<b>Program Electives</b>		
BUS-321	PRINCIPLES OF MARKETING	3.00
BUS-421	MARKETING RESEARCH	3.00
COMM-330	PROFESSIONAL COMMUNICATION	3.00
KIN-488	SPORT FACILITIES AND EVENT MANAGEMENT	3.00
KIN-489	SPORT MARKETING AND ADVERTISING	3.00
<b>Total Credits</b>		<b>15.00</b>