

SPORT MARKETING CERTIFICATE

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 |
|--------------------------|---------------------------------------|--------------|
| Program Electives | | |
| 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 |
| Total Credits | | 15.00 |