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-455	MARKETING & ADVERTISING SPT & EXRS PROF	3.00
KIN-488	SPORT FACILITIES AND EVENT MANAGEMENT	3.00
Total Credits		**15.00**