



*Internal Certificate*      **2012-2013**

**Marketing  
Kenosha Campus**

**SPORTS AND EVENT MARKETING  
CERTIFICATE  
(90-104-7)**

**15 Credits**

- This is a Gateway Technical College certificate designed for the growing field of sports and event marketing.
- All courses in this certificate can be applied toward an associate degree in all Marketing tracks (assuming judicious use of elective courses).

**REQUIRED COURSES**

<b><u>Course Number</u></b>	<b><u>Course Title</u></b>	<b><u>Credits</u></b>
104-101	Marketing Principles	3
104-104	Selling Principles	3
104-105	Promotion Principles I	3
104-109	Marketing/Sports and Event	3
104-110	Corporate Sponsorship Development	2
104-111	Ticket Sales	<u>+ 1</u>
		15

NOTE: Students must complete a certificate program with a minimum of a 2.0 Program GPA.  
NOTE: Prerequisites can be waived with departmental approval.