



2016-2017 Certificate

Certificate: **SPORTS AND EVENT MARKETING (90-104-7)**

Credits: **15 Credits**

Description: This certificate is 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 concentrations (assuming judicious use of elective courses).

Related Program: Marketing

Campuses Available: Kenosha

REQUIRED COURSES

✓	<u>Semester One</u>	<u>Credits</u>	<u>Prerequisite</u>	<u>Corequisite</u>
<input type="checkbox"/>	104-101 Marketing Principles	3		
<input type="checkbox"/>	104-104 Selling Principles	3		
<input type="checkbox"/>	104-105 Promotion Principles	3		
<input type="checkbox"/>	104-109 Marketing/Sports and Events	3		
<input type="checkbox"/>	104-110 Corporate Sponsorship Development	2		
<input type="checkbox"/>	104-111 Ticket Sales	1		
<input type="checkbox"/>				
<input type="checkbox"/>				
Total Credits		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.