

ENTERTAINMENT AND SPORTS MARKETING

Overview

Entertainment and Sports Marketing Certificate

Program Code: 40-104-CG

Learn to navigate the dynamic landscape of sports, encompassing both traditional sports and esports, and entertainment marketing. Gain insights into strategic marketing approaches, audience engagement tactics, sponsorship strategies and emerging trends. Gain skills to excel in marketing roles within the diverse and rapidly evolving realm of sports and entertainment.

The minimum required course grades and program grade point average (GPA) for students under this catalog are:

Core Courses = C
Program GPA = 2.0

Required Courses

Code	Title	Credits
Core Courses		
104-102	Marketing Principles	3
104-114	Social Media Promotion	2
104-116	Entertain & Sports Marketing	2
104-167	Experiential Marketing	3
Total Credits		10

Part-time, Fall Start Plan

Course	Title	Credits
First Year		
Fall Term 1		
104-102	Marketing Principles	3
104-114	Social Media Promotion	2
Credits		5
Spring Term 1		
104-116	Entertain & Sports Marketing	2
Credits		2
Spring Term 2		
104-167	Experiential Marketing	3
Credits		3
Total Credits		10

Part-time, Spring Start Plan

Course	Title	Credits
First Year		
Spring Term 1		
104-102	Marketing Principles	3
Credits		3

Spring Term 2		
104-167	Experiential Marketing	3
Credits		3
Fall Term 1		
104-114	Social Media Promotion	2
Credits		2
Fall Term 2		
104-116	Entertain & Sports Marketing	2
Credits		2
Total Credits		10