FANSHAWE

Part-time Online Sport and Event Marketing Graduate Certificate (SMM1)

Winter Start – 3 YRS to Complete

SEMESTER	COURSE CODE	COURSE NAME	COURSE COMPLETE?
Winter Year 1			
	MKTG-1093	Sports, Entertainment & Event Marketing	☐
	COMM-6019	Advanced Professional Communication	☐
Summer Year 1			
	MKTG-6031	International Sport Marketing	☐
	MKTG-6030	Festivals, Sports & Event Management	☐
Fall Year 1			
	COMP-6051	Marketing Design	☐
	MGMT-6153	Leadership in Sport & Event Marketing	☐
Winter Year 2			
	MKTG-6032	Sponsorship Activation & Analysis	☐
	MKTG-6033 **OR** INNV-6001	Sport & Community Marketing in Canada **OR** Innovation Applications	☐
Summer Year 2			
	MGMT-6152	Ethics, Issues & Trends in Sport Marketing	☐
Fall Year 2			
	MKTG-6015	Non-Profit & Event Marketing	☐
Winter Year 3			
	PBRL-6021	Sport Media & Public Relations	☐
	MGMT-5074	Google Analytics	☐
Summer Year 3			
	MKTG-6034	**INTERNSHIP:** Sport & Event Marketing Mgmt Internship *	☐

* *This course combines in-class learning with actual work experience in sport industry. The students will acquire an internship that requires them to utilize the knowledge and skills that they have learned in other courses. During the internship, students work closely with a placement supervisor to develop necessary job skills that are needed for future employment success. Internship is concurrent with course work and requires students to work a minimum of 490 hours or 14 weeks.*

MKTG-6034 Internship is eligible for PLAR should you feel you have experience in the Sports/Events Industry.
To learn more contact Bill Reid **Breid@fanshawec.ca**

In terms of progression, we recommend you start at the top with year 1 courses and work your way to the bottom of the chart.