

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

Winter Start – 2 Years to Complete

SEMESTER	COURSE CODE	COURSE NAME	COURSE COMPLETE?
Winter Year 1			
	MKTG-1093	Sports, Entertainment & Event Marketing	
	MGMT-5074	Google Analytics	
	COMM-6019	Advanced Professional Communication	
Summer Year 1			
	MKTG-6031	International Sport Marketing	
	MKTG-6030	Festivals, Sports & Event Management	
	MGMT-6152	Ethics, Issues & Trends in Sport Marketing	
Fall Year 1			
	COMP-6051	Marketing Design	
	MGMT-6153	Leadership in Sport & Event Marketing	
	MKTG-6015	Non-Profit & Event Marketing	
Winter Year 2			
	MKTG-6032	Sponsorship Activation & Analysis	
	PBRL-6021	Sport Media & Public Relations	
	MKTG-6033 OR INNV-6001	Sport & Community Marketing in Canada OR Innovation Applications	
Summer Year 2			
	FLDP-6029	Sport & Event Marketing Field Placement *	

* This course combines in-class learning with actual work experience in sport industry. The students will acquire a field placement that requires them to utilize the knowledge and skills that they have learned in other courses. During the placement, students work closely with a placement supervisor to develop necessary job skills that are needed for future employment success. The field placement is concurrent with course work and requires students to work a minimum of 300 hours throughout the semester.

FLDP-6029 field placement 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.