

**- Curriculum Planner -
B420 - Sport and Event Marketing Graduate Certificate
Start Date: 2023 – 2024**

In order to graduate, you need to complete the following **13** Mandatory courses and **1** Work Experience Term. Work Experience term can be Coop, Internship, Simulation, Consulting, or Research projects. This program is delivered online and for domestic students only.

SEMESTER 1

Course Code	Courses (Mandatory)	Pre-requisite
COMP 1110	Computer Applications for Marketing	NONE
MARK 4030	Sport and Event Marketing Seminar Series	NONE
MARK 1027	Marketing Management	NONE
MARK 4005	Applied Business Communications	NONE
SPMK 4002	Event Planning and Management I	NONE
SPMK 4014	Principles of Sport & Event Marketing I	NONE
BUS 4000	Work Experience Prep Course	NONE

SEMESTER 2

Course Code	Courses (Mandatory)	Pre-requisite
MARK 2044	Principles of Marketing Research	NONE
MARK 4012	Marketing Metrics	NONE
MARK 4025	IMC & Digital Media Fundamentals	MARK 1027
SPMK 4007	Event Planning & Management II	SPMK 4002
SPMK 4017	Non-Profit and Cause Related Marketing	MARK 1027
SPMK 4018	Principles of Sport & Event Marketing II	SPMK 4014

Work Experience Term

Course Code	Courses (Mandatory)	Pre-requisite
COOP 4001 / INTN 4001 / BAWT 4001	Work Experience Term	BUS 4000