



# Sports and Event Marketing

Associate in Applied Arts and Sciences (AAAS) or  
Certificate of Proficiency (CP)  
Planning Guide 2012–2013

Revised 5/11/12

## Program Information

**Length of Program:** 45-93 Credits

**Completion Award:** A.A.A.S. Degree or  
Certificate of Proficiency

**Enrollment:** Fall, Winter, Spring

**Approximate Quarterly Costs:** \$25-\$85  
*(in addition to tuition, books and parking)*

**Website:** [www.shoreline.edu/genbusad.aspx](http://www.shoreline.edu/genbusad.aspx)

## Program Advisors:

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## Program Description

The Associate in Applied Arts and Sciences degree and Certificate are designed to provide students with the knowledge and skills in Sports and Event Marketing to enter the workforce directly upon completion of the degree or certificate. Shoreline Community College works closely with local advisory committees comprised of industry professionals to ensure students receive the knowledge and skills currently in demand by employers in the field. Students interested in pursuing a four-year baccalaureate degree in Business should follow the Business AA-DTA transfer degree planning guide.

EPC 276 & 2763

## Sports and Event Marketing—What is it?

The sports and entertainment industry relies heavily on marketing to promote sporting and special events, entertainment venues, sports products and team sponsorships. Our program is built on a solid foundation of business and marketing principles, including product promotion, advertising, professional sales, international business, e-business, legal issues and event marketing—all designed to help students develop a successful career in the sports, entertainment and event planning industry.

## Program Outcomes:

Students who successfully complete this program should be able to:

1. Plan events and coordinate the logistics; adopt internal communication techniques and management skills to successfully promote products and events.
2. Demonstrate professional sales skills, effectively interviewing clients and gauging consumer needs.
3. Apply advertising techniques and learn to plan, select and schedule appropriate media.
4. Implement effective marketing, communication and strategies to foster community support.
5. Maximize sales revenue through sponsorships, product and ticket sales.

## Career Opportunities—What can I do with a Degree in Sports and Event Marketing?

With strong business and marketing skills, this program prepares students to work in the Sports and Entertainment industry in such positions as Event Planners, Marketing Specialists, Meeting and Convention Planners, Account Executives, and Special Event Planner. Graduates may choose to work in many different business environments. Salaries range between \$40,200 to \$64,200 depending on the position, level of responsibility and previous experience.

**Potential employers include:** Sports Teams, Professional Sport Organizations, Sporting Retail Stores, Sporting Equipment Manufacturers, Event Planning Organizations, and the Arts and Music Industries. For more, please visit career information and resources at

[www.shoreline.edu/acc/CareerCounseling/asp](http://www.shoreline.edu/acc/CareerCounseling/asp)

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**PROGRAM PREREQUISITES:** Placement into ENGL& 101 English Composition OR BUSTC 215 Professional Communications; and placement into MATH 070 Preparation for Algebra or BUS 102 Business Mathematics.

**A.A.A.S. DEGREE—93 Credits**

**CERTIFICATE OF PROFICIENCY—45 Credits**

<b>GENERAL EDUCATION CORE REQUIREMENTS   18 Credits</b>			
Course	QTR	GR	CR
BUSTC 215 Professional Communications			5
BUS 103 Multiculturalism in the Workplace			3
Quantitative/Symbolic Reasoning : BUS 102 Business Mathematics			5
BUS 104 Human Relations			5

<b>CORE PROGRAM REQUIREMENTS   75 Credits</b>			
	QTR	GR	CR
ACCT& 201 Principles of Accounting I			5
ACCT& 203 Principles of Accounting III			5
BUS& 101 Intro to Business			5
BUS 120 Principles of Marketing			5
BUS& 201 Business Law			5
BUS 215 Intro to International Business			5
BUS 220 Advertising & Sales*	SPR		5
BUS 225 Professional Selling*	FALL		5
BUS 240 e-Business*	FALL		5
BUS 250 Essentials of Supervision*	SPR		5
BUS 260 Sports & Event Marketing *	SPR		5
BUS 270 Entrepreneurship			5
BUS 290 Internship			5
BUSTC 105 Computer Applications			5
ECON 100 Economic Principles			5

<b>GENERAL EDUCATION CORE REQUIREMENTS   10 Credits</b>			
Course	QTR	GR	CR
Quantitative/Symbolic Reasoning : BUS 102 Business Mathematics			5
BUS 104 Human Relations			5

<b>CORE PROGRAM REQUIREMENTS   35 Credits</b>			
BUS& 101 Intro to Business			5
BUS 120 Principles of Marketing			5
BUS 215 Intro to International Business			5
BUS 220 Advertising and Sales*	SPR		5
BUS 225 Professional Selling*	FALL		5
BUS 250 Essentials of Supervision*	SPR		5
BUS 260 Sports and Event Marketing*	SPR		5

\* Course offered once a year, during the quarter listed.

**RECOMMENDATIONS:**

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Required Course	Approved Substitution
ACCT& 201 Principles of Accounting I	ACCT 101 Practical Accounting I
ACCT& 203 Principles of Accounting III	ACCT 103 Practical Accounting III
BUS 102 Business Mathematics	MATH 107 Math in Society
BUS 103 Multiculturalism in the Workplace	Approved Multicultural Understanding Course <sup>1</sup>
BUS 240 e-Business	BUS 207 Sustainable Bus
BUSTC 215 Prof. Communications	ENGL& 101 English Composition I
ECON 100 Economic Principles	ECON& 201 Micro Economics

<b><u>APPROVAL TO GRADUATE</u></b>	
_____ <i>Faculty Advisor</i>	_____ <i>Date</i>
_____ <i>Division Dean</i>	_____ <i>Date</i>
_____ <i>Credentials Approval</i>	_____ <i>Date</i>
	6/7/11

Note: Every effort has been made to ensure the accuracy of the information in this publication. However, the information is subject to change without notice and final career decisions are the responsibility of the student.

<sup>1</sup> Approved Multicultural Understanding Courses: CMST 203, GWS 284, HIST 245, MCS 105

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## Sample Schedule for A.A.A.S. Degree

1 <sup>st</sup> Year	2nd Year
<b>Fall Quarter</b>	<b>Fall Quarter</b>
BUS& 101 Intro to Business 5	ACCT& 201 Principles of Accounting 5
BUS 120 Principles of Marketing 5	BUS 240 e-Business* 5
BUS 225 Professional Selling* 5	BUSTC 105 Computer Applications 5
<b>Winter Quarter</b>	<b>Winter Quarter</b>
BUS 102 Business Mathematics 5	ACCT& 203 Prin of Accounting III 5
BUS 104 Human Relations 5	BUS& 201 Business Law 5
BUS 215 Intro to International Business 5	BUS 290 Internship 5
<b>Spring Quarter</b>	<b>Spring Quarter</b>
BUS 220 Advertising & Sales Promotion* 5	BUS 103 Multiculturalism in the 3
BUS 250 Essentials of Supervision* 5	Workplace
BUS 260 Sports & Event Marketing* 5	BUS 270 Entrepreneurship 5
	BUSTC 215 Prof Communications 5
	ECON 100 Economic Principles 5
* Course offered once per year, during the quarter listed.	

## ADDITIONAL INFORMATION

This program provides the opportunity for students to participate in an off-campus internship under the direction of an industry professional. The internship helps students gain direct work experience and network with professionals in the field.

## Professional Organizations

## Job Search Information

<http://www.workforceexplorer.com/>