



# Sports and Event Marketing

Certificate of Completion (CC)

Planning Guide 2012–2013

Revised 4/25/12

## Program Information

**Length of Program:** 30 Credits

**Completion Award:** Certificate of Completion

**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:

**David Starr**

206-546-4725 dstarr@shoreline.edu Rm 1405

**Laura Portolese Dias**

206-546-4688 lportole@shoreline.edu Rm 1406

**Stephen McCloskey**

206-546-5871 smccloskey@shoreline.edu Rm 1404

## Program Description

Shoreline Community College offers a short-term program in Sports and Event Marketing leading to a Certificate of Completion (CC) and an entry level position in the sports and entertainment industry. Students interested in advancement are encouraged to enroll in a longer course of study to complete a Certificate of Proficiency (CP) or an Associate in Applied Arts and Sciences (AAAS) degree in Sports and Event Marketing. Those interested in pursuing a four-year baccalaureate degree in Business should follow the Business AA-DTA transfer degree planning guide.

EPC 2764

## Sports and Event Marketing—What is it?

Students acquire an overview of basic marketing principles, including retail marketing, professional selling, pricing, promotion and advertising. For advanced study, courses can apply toward a Certificate of Proficiency or an Associate of Applied Arts and Science degree in Sports and Event Marketing.

## Program Outcomes:

Students who successfully complete this program should be able to:

1. Demonstrate professional sales skills
2. Apply advertising strategies and techniques.
3. Plan and coordinate events.
4. Implement effective public relations strategies.
5. Maximize sales revenue through sponsorships, product and ticket sales.

## Career Opportunities—What can I do with a Certificate 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 vary depending upon 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.aspx](http://www.shoreline.edu/acc/CareerCounseling.aspx)

## Sports and Event Marketing Planning Guide—2012–2013 | Certificate of Completion (CC)

**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.

### CERTIFICATE OF COMPLETION—30 Credits

PROGRAM REQUIREMENTS			
Core Business Requirements	QTR	GR	CR
BUS 101& Intro to Business			5
BUS 102 Business Mathematics			5
BUS 120 Principles of Marketing			5
<b>Sports &amp; Event Marketing Requirements</b>			
BUS 220 Advertising and Sales *	SPR		5
BUS 225 Professional Selling*	FALL		5
BUS 260 Sports and Event Marketing*	SPR		5

### RECOMMENDATIONS:

---

---

---

---

### Job Search Information

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

\* Courses marked with an asterisk are offered during the quarter listed.

Course Substitutions:	
Required Course	Approved Substitution
BUS 102 Business Mathematics	MATH& 107 Math in Society

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.

### CERTIFICATE COMPLETION

*Students should automatically receive their Certificate after successful completion all required courses. If you have not received your Certificate, please contact the Workforce Education Programs in FOSS 5100 or call 206-546-5876.*