



2024-2025 Certificate

Certificate: **SPORTS AND EVENT MARKETING (90-104-7)**

Credits: **15 Credits**

Description: This certificate is designed for the growing field of sports and event marketing.

Related Program: Marketing

The sequence shown is the recommended path to completion. Courses will be scheduled in the terms indicated here.
All courses should be taken in the order shown to help you stay on track and graduate according to your academic plan.
Courses in this program may be offered in a variety or combination of formats (for example: in-person, video conferencing, online, etc.).

REQUIRED COURSES

NOTE: Requisites (prereq- before/ coreq-with)

**K-D = Kenosha Days, K-E = Kenosha Evenings, E-D = Elkhorn Days, R-D = Racine Days,
O = Online, F=Fall, S=Spring, SU=Summer**

✓	Term One	Cr.	Prerequisite	Corequisite	K-D	K-E	E-D	R-D	O
	104-101 Marketing Principles	3			F	F	F	F	F
	104-104 Selling Principles	3			F	F	F	F	F
✓	Term Two	Cr.							
	104-105 Promotion Principles	3			S	S	S	S	S
	104-137 Digital Marketing	3			S	S	S	S	S
✓	Term Three								
	104-109 Marketing/Sports and Events	3			F	F	F	F	F
	Total Credits	15							

NOTE: Students must complete the certificate program with a cumulative GPA of 2.0 or above.