

# MASTER OF SPORT MANAGEMENT, PLAN C, SPORT MARKETING SPECIALIZATION

<sup>1</sup> Sport Management students will need to obtain a registration override to take this course.

Graduates of the Master of Sport Management, Plan C, Sport Marketing Specialization program become mid-to-high level sport industry leaders in domestic and global as well as private, public, and non-governmental sport organizations. Students are prepared to pursue leadership roles within sport equipped with critical understandings and tools for effective responsiveness to the shifts in industries of sport. Graduates of the sport management master's program gain practical and theoretical knowledge to pursue a range of mid-high level positions in sport. This specialization has a focus on preparing managers across the sport industry. All curriculum of the program is geared towards providing students with the necessary skills and knowledge to become successful sport industry leaders.

## Requirements Effective Fall 2021

Code	Title	Credits
<b>Required Core Courses:</b>		
BUS 655	Marketing Management <sup>1</sup>	2
BUS 656	Marketing Strategy and Planning	2
MKT 568	Sport Marketing	2
SPMT 523	Communications and Media in Sport	2
SPMT 533	Economics and Data Analytics in Sport	2
SPMT 536	Sport and Communities	2
SPMT 545	Sport Governance and Policy	2
SPMT 560	Sport Law	2
SPMT 562	Sport and Ethics	2
SPMT 572	Sport Organizational Communication	2
SPMT 641	Sport Management Capstone	2
SPMT 687	Sport Management Internship	2-4
<b>Select a minimum of three credits from the following MKT electives:</b>		<b>3</b>
MKT 610	Qualitative Marketing Research Methods	
MKT 621	Search Engine Marketing and Optimization	
MKT 661	Consumer Behavior	
MKT 662	Strategic Selling for Business Customers	
MKT 667	Services Marketing Management	
<b>Select a minimum of 6 credits from the following SPMT electives:</b>		<b>6</b>
SPMT 547	Contemporary Sport, Society and Globalization	
SPMT 554	Sport and the Environment	
SPMT 561	Sport Facility and Event Management	
SPMT 575	Risk Management in Sport	
SPMT 592	Sport Management Seminar	
<b>Program Total Credits:</b>		<b>33-35</b>

A minimum of 33 credits are required to complete this program.