# SPORTS MANAGEMENT, CERTIFICATE

The Certificate in Sports Management program is designed to meet the needs of individuals who already hold a Bachelor's degree. The program trains students and professionals for a long list of careers, including professional and amateur sports, intercollegiate athletics, sports marketing or event and facility management. The certificate program tackles the growing complexity of the sports business, facilities and entertainment industries with four core courses: Ticketing Operations, Leadership, Strategic Sport Marketing and Sport Venue and Event Management. The following segments of the sport industry provide most of the job opportunities:

- Professional Sports Operations
- Sport Marketing and Sponsorship
- Facility & Event Management
- College Athletics
- Sports Media & Communication
- Athletics Representation

## Requirements

Students are required to have a Bachelor's degree. Limited computer experience is also needed to take the four courses offered online. An access to Internet is required in order to take the courses.

| Code | Title | Hours |
|---|---|---|
| SEH 400 | Tickets Operations in the Entertainment Industry | 3 |
| SEH 401 | Leadership in the Entertainment Industry | 3 |
| SEH 402 | Strategic Sports Marketing | 3 |
| SEH 403 | Sport Venue and Event Management | 3 |
| **Total Hours** | | **12** |