

**MARKETING-EXPERIENTIAL AND SPORTS MARKETING CERTIFICATE REQUIREMENTS**

The Marketing-Experiential and Sports Marketing certificate is available to any **NON-Marketing major** at the University, including business majors. It is not a major nor a minor but rather a credential that can be noted on your transcript as a certificate.

The Experiential & Sports Marketing Certificate seeks to develop undergraduate-level academic credit courses that provide a foundational and applied base of knowledge related to establishing and managing immersive brand-customer experiences in the sports and live experiences/events sector through brand sponsorships and the marketing of sports, entertainment, tourism, the arts, and related industries.

Business majors must be admitted to upper division business courses prior to taking these courses, and non-business majors must have at least 60 credits earned and a 2.00 grade point average. If you do not have a declared business major or minor but are pursuing the certificate, you will need permission from the Marketing Department to register for these courses:

**Required Courses (12 credits):**

**Course No. Course Name Prerequisites**

\_\_\_\_\_\_ MARKETNG 311 Principles of Marketing

\_\_\_\_\_\_ MARKETNG 370 Experiential Marketing MARKETNG 311

\_\_\_\_\_\_ MARKETNG 371 Sports Marketing MARKETNG 311

**\*Select (3 units) from the following**

\_\_\_\_\_ MARKETNG 372 Services Marketing MARKETNG 311

\_\_\_\_\_ MARKETNG 312 Principles of Selling COREG: MARKETNG 311

\_\_\_\_\_ MARKETNG 351 Introduction to Digital Marketing MARKETNG 311

\_\_\_\_\_ MARKETNG 352 Social Media and Interactive Marketing MARKETNG 311

\_\_\_\_\_ MARKETNG 420 Consumer Behavior MARKETNG 311

\_\_\_\_\_ MARKETNG 493 Internship in Marketing MARKETNG 311 & Junior Status

\_\_\_\_\_ MARKETNG 498 Independent Study in Marketing Senior Status and Consent of Department

\_\_\_\_\_ THEATRE 363 Applied Studies in Arts Marketing COREG: MARKETNG 311

**Total Units: 12**

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