



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 Content 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