CERTIFICATE
SPORT MARKETING
2020-2021

CERTIFICATE REQUIREMENTS		REQ	COMP	NEED
COMM 330	Professional Communication	3		
BUS 321	Principles of Marketing	3		
BUS 421	Marketing Research	3		
KIN 488	Sport Facilities & Event Management	3		
KIN 489	Sport Marketing & Advertising	3		
	TOTAL	15		
SUMMARY				
CERTIFICATE REQUIREMENTS		15		
	TOTAL			

NOTES, SUBSTITUTIONS & WAIVERS