



Sports and Event Marketing

Associate in Applied Arts and Sciences (AAAS) or
Certificate of Proficiency (CP)

Planning Guide 2017-2018

EPC 276 & 2763

Program Information:

Length of Program: 45-93 Credits
Completion Award: A.A.A.S. Degree or Certificate of Proficiency
Enrollment: Fall, Winter, Spring
Approximate Quarterly Costs: \$25-\$85
(in addition to tuition, books and parking)

Website: www.shoreline.edu/busad/genbusad.aspx

Program Advisor:

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Program Description:

The Associate in Applied Arts and Sciences degree and Certificate are designed to provide students with the knowledge and skills in Sports and Event Marketing to enter the workforce directly upon completion of the degree or certificate. Shoreline Community College works closely with local advisory committees comprised of industry professionals to ensure students receive the knowledge and skills currently in demand by employers in the field. Students interested in pursuing a four-year baccalaureate degree in Business should follow the Business AA-DTA transfer degree planning guide.

Sports and Event Marketing —What is it?

The sports and entertainment industry relies heavily on marketing to promote sporting and special events, entertainment venues, sports products and team sponsorships. Our program is built on a solid foundation of business and marketing principles, including product promotion, advertising, professional sales, international business, e-business, legal issues and event marketing —all designed to help students develop a successful career in the sports, entertainment and event planning industry.

Program Outcomes:

Students who successfully complete this program-**by achieving a GPA of 2.0 or better for the entire program**- should be able to:

1. Plan events and coordinate the logistics; adopt internal communication techniques and management skills to successfully promote products and events.
2. Demonstrate professional sales skills, effectively interviewing clients and gauging consumer needs.
3. Apply advertising techniques and learn to plan, select and schedule appropriate media.
4. Implement effective marketing, communication and strategies to foster community support.
5. Maximize sales revenue through sponsorships, product and ticket sales.

Career Opportunities—What can I do with a Degree or Certificate in Sports and Event Marketing?

With strong business and marketing skills, this program prepares students to work in the Sports and Entertainment industry in such positions as Event Planners, Marketing Specialists, Meeting and Convention Planners, Account Executives, and Special Event Planner. Graduates may choose to work in many different business environments. Salaries range between \$40,200 to \$64,200 depending on the position, level of responsibility and previous experience.

Potential employers include: Sports Teams, professional sport organizations, sporting retail stores, sporting equipment manufacturers, event planning organizations, and the arts and music industries. For more, please visit career information and resources at <http://www.shoreline.edu/counseling-center/career-counseling.aspx>.

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Program Prerequisites: Placement into ENGL& 101 English Composition OR BTWRT 215 Business Communications; and placement into MATH 070 Introduction to Algebra or BUS 102 Business Mathematics.

A.A.A.S. DEGREE – 93 Credits

GENERAL EDUCATION CORE REQUIREMENTS 18 Credits			
Course	QTR	GR	CR
BTWRT 215 Business Communications			5
BUS 103 Multiculturalism in the Workplace			3
Quantitative/Symbolic Reasoning: BUS 102 Business Mathematics			5
BUS 104 Human Relations			5

CORE PROGRAM REQUIREMENTS 75 Credits			
ACCT& 201 Principles of Accounting I			5
ACCT& 203 Principles of Accounting III			5
BUS& 101 Intro to Business			5
BUS 120 Principles of Marketing			5
BUS 180 Project Management*	FALL		5
BUS& 201 Business Law			5
BUS 220 Advertising & Sales Promotion*	FALL		5
BUS 208 Sustainable Marketing*	SPR		5
BUS 225 Professional Selling*	FALL		5
BUS 240 eBusiness*	FALL		5
BUS 250 Human Resource Mgmt*	SPR		5
BUS 255 Principles of Management*	FALL		5
BUS 260 Sports & Event Marketing *	SPR		5
BUS 290 Internship			5
ECON 100 Economic Principles			5

Required Course	Approved Substitution
BUS 102 Business Mathematics	MATH 107 Math in Society
BUS 103 Multiculturalism in the Workplace	Approved Multicultural Understanding Course †
BTWRT 215 Business Communications	ENGL& 101 English Composition I
ECON 100 Economic Principles	ECON& 201 Micro Economics

Recommended	QTR	GR	CR
BUSTC 105 Computer Applications			5

† Approved Multicultural Understanding Courses: CMST 203, GWS 284, HIST 245, MCS 105, EDUC 117

CERTIFICATE OF PROFICIENCY – 45 Credits

GENERAL EDUCATION CORE REQUIREMENTS 10 Credits			
Course	QTR	GR	CR
Quantitative/Symbolic Reasoning: BUS 102 Business Mathematics			5
BUS 104 Human Relations			5

CORE PROGRAM REQUIREMENTS 35 Credits			
BUS& 101 Intro to Business			5
BUS 120 Principles of Marketing			5
BUS 220 Advertising and Sales Promotion*	SPR		5
BUS 225 Professional Selling*	FALL		5
BUS 250 Human Resource Mgmt*	SPR		5
BUS 260 Sports and Event Marketing*	SPR		5
BUS 290 Business Internship			5

* Course offered once a year, during the quarter listed.

RECOMMENDATIONS:

<i>APPROVAL TO GRADUATE</i>	
<i>Student Name & SID</i>	<i>Date</i>
<i>Faculty Advisory</i>	<i>Date</i>
<i>Division Dean</i>	<i>Date</i>
<i>Credential Approval</i>	<i>Date</i>

Note: Every effort has been made to ensure the accuracy of the information in this publication. However, the information is subject to change without notice and final career decisions are the responsibility of the student.