

SPORT MARKETING - MINOR OR CERTIFICATE PROGRAM

Sport Marketing Minor (18 credit hours) or Certificate (15 credit hours)

Code	Title	Hours
MKTG 175	Principles of Marketing	3
RSTM 275	Sport, Culture and Society	3
RSTM 319	Sport Organizations and Business Practices	3
Select two of the following:		6
MKTG 371	Services Marketing (3)	
MKTG 372	Internet Marketing and e-Commerce (3)	
MKTG 375	Marketing Management (3)	
MKTG 376	Consumer Behavior (3)	
MKTG 383	Principles of Sales (3)	
MKTG 395	International Marketing (3)	
Students seeking a Minor in Sport Marketing must also complete:		
RSTM 325	Administration and Resource Management	3
Total Hours		18