

B400 - Sport and Event Marketing (Post-Grad) - 2009-2010 Curriculum Planner

(In order to graduate, you need total of 13 mandatory courses and one co-op work term.)

SEMESTER 1		
Courses (Mandatory)	Course Code	Pre-requisite
Computer Applications for Marketing	COMP 1110	NONE
Marketing Seminar Series	MARK 1024	NONE
Marketing Management	MARK 1027	NONE
Personal Selling and Communications	MARK 1105	NONE
Sport & Event Marketing Management	SPMK 4001	NONE
Event Planning and Management I	SPMK 4002	NONE
Coop Prep Course	COOP 1000	NONE

Coop Work Term		
Courses (Mandatory)	Course Code	Pre-requisite
CO-OP Work Term	COOP 1001	COOP 1000

SEMESTER 2		
Courses (Mandatory)	Course Code	Pre-requisite
Financial Analysis for Marketing Strategy	MARK 1106	MARK 1027
Sponsorship	SPMK 1011	SPMK 4001
Event Planning & Management II	SPMK 4007	SPMK 4002
Plus choose any 3 of 4		
Marketing on the WEB	COMP 2094	NONE
Principles of Marketing Research	MARK 2044	NONE
Advertising, PR, Direct Marketing	SPMK 4010	MARK 1027
Fundraising	SPMK 4011	NONE

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