## SPорт AND EVENT MARKETING PROGRAM (POSTGRADUATE) (B400)

<table>
<thead>
<tr>
<th>PROGRAM NAME</th>
<th>Sport and Event Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>COURSE CODE</td>
<td>B400</td>
</tr>
<tr>
<td>SCHOOL</td>
<td>School of Marketing</td>
</tr>
<tr>
<td>CENTRE</td>
<td>Business</td>
</tr>
<tr>
<td>LOCATION</td>
<td>St. James Campus</td>
</tr>
<tr>
<td>DURATION</td>
<td>12 months (2 semesters in-class, 1 semester work experience)</td>
</tr>
<tr>
<td>EXPERIENTIAL LEARNING</td>
<td>Work Experience (Co-op or Internship) Required</td>
</tr>
<tr>
<td>STARTING MONTH</td>
<td>September, January, May</td>
</tr>
<tr>
<td>CREDENTIAL</td>
<td>Ontario College Graduate Certificate</td>
</tr>
<tr>
<td>YEAR OF STUDY</td>
<td>2018-2019</td>
</tr>
<tr>
<td>METHOD OF STUDY</td>
<td>FT</td>
</tr>
<tr>
<td>APPLY TO</td>
<td>Ontario Colleges</td>
</tr>
</tbody>
</table>

**Tuition**

$4,150.00†

**Additional Cost**

† This program includes 1 Work Experience semester. The tuition fee for this program does NOT include the cost of the Work Experience semester. The Work Experience fee of $450 covers the cost of the Work Experience Preparation course and Work Experience semester.

*Amounts listed are the total of tuition, materials, student service and ancillary fees for the first two semesters of programs starting in fall 2017. Fees are subject to change for programs starting in fall 2018 and at later dates.

**International Students:** Visit the International Fees and Related Costs page for more information.

In this Sport and Event Marketing graduate certificate program in Toronto, students will develop the skills to provide innovative solutions in sports, entertainment and cause-related marketing. Our learning is hands-on and project-based, incorporating case studies and projects that can involve industry partners. In the final semester, student teams organize and execute a charitable event.

This learning experience will enable you to:

- Develop integrated marketing and media plans for arts, entertainment, cause-related marketing and the sports industry
- Plan, execute and evaluate comprehensive events utilizing project management and team building skills
- Develop and evaluate sponsorship activation opportunities from the value perspective of the consumer, property and buyer

Participation in extracurricular activities allows students to build on their knowledge and skills while networking. These activities may include:

- Speed Mentoring
- 5 to Watch Canada’s Sports Business Awards
- Primetime Case Competition

**Experiential Learning**

Work Experience (Co-op or Internship) Required

**Your Field Study Options**

**Work Experience (Co-op or Internship Work Term)**

This program requires the successful completion of one semester of work experience to graduate. This work experience is either co-op (paid) or internship (unpaid). Either one will give you the practical experience employers value.

George Brown works with employers and industry partners to identify potential work experience opportunities. Students then apply for these opportunities and go through a competitive interview process. Students are also strongly encouraged to pursue self-directed industry work experience opportunities they believe would provide the learning experiences they value and meet the learning outcomes of the program. This valuable work experience can in turn be added to your resume.

In addition to on-the-job work experience, George Brown College endeavours to provide field education opportunities with real world challenges and clients. Find out more about field education at the Centre for Business.
THE INDUSTRY

INDUSTRY FEEDBACK

“The insights students gained from the George Brown Sport and Event Marketing program have helped them provide valuable support for our Sponsorship programs. Their experience has allowed them to become important and trusted members of Scotiabank's Marketing team.”

Matthew Coorsh, Director, Marketing Sponsorships & Brand Management, Scotiabank

PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Apply marketing concepts to industries directly associated with sports, arts, entertainment or causes.
2. Develop integrated marketing and media plans featuring consumer-oriented objectives, strategies, tactics, budgetary considerations and return on investment (ROI) metrics.
3. Plan, execute and evaluate comprehensive events utilizing project management and team building skills as required.
4. Develop and evaluate sponsorship activation opportunities from the value perspective of the consumer, property and buyer.
5. Create professional and persuasive written, digital and other presentation formats using industry standard software.
6. Analyze and interpret marketing activities using criteria related to sales forecasting, budgeting, financial health and performance metrics.

REQUIRED COURSES

In order to graduate from the B400 program, you need to complete the following 13 Mandatory courses and 1 Work Experience Term.

SEMESTER 1

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>Pre-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMP 1110</td>
<td>Computer Applications for Marketing</td>
<td>NONE</td>
</tr>
<tr>
<td>MARK 1024</td>
<td>Marketing Seminar Series</td>
<td>NONE</td>
</tr>
<tr>
<td>MARK 1027</td>
<td>Marketing Management</td>
<td>NONE</td>
</tr>
<tr>
<td>MARK 4005</td>
<td>Applied Business Communications</td>
<td>NONE</td>
</tr>
<tr>
<td>SPMK 4002</td>
<td>Event Planning and Management I</td>
<td>NONE</td>
</tr>
<tr>
<td>SPMK 4014</td>
<td>Principles of Sport &amp; Event Marketing I</td>
<td>NONE</td>
</tr>
<tr>
<td>BUS 4000</td>
<td>Work Experience Prep Course</td>
<td>NONE</td>
</tr>
</tbody>
</table>

WORK EXPERIENCE TERM

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>Pre-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>COOP 4001 or INTN 4001</td>
<td>Work Experience Term</td>
<td>BUS 4000</td>
</tr>
</tbody>
</table>

SEMESTER 2

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>Pre-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARK 4006</td>
<td>Integrated Digital Marketing</td>
<td>MARK 1027</td>
</tr>
<tr>
<td>MARK 4012</td>
<td>Marketing Metrics</td>
<td>MARK 1027</td>
</tr>
<tr>
<td>SPMK 4007</td>
<td>Event Planning &amp; Management II</td>
<td>SPMK 4002</td>
</tr>
<tr>
<td>SPMK 4016</td>
<td>Advertising and Media Fundamentals</td>
<td>MARK 1027</td>
</tr>
<tr>
<td>SPMK 4017</td>
<td>Non-Profit and Cause Related Marketing</td>
<td>MARK 1027</td>
</tr>
<tr>
<td>SPMK 4018</td>
<td>Principles of Sport &amp; Event Marketing II</td>
<td>SPMK 4014</td>
</tr>
</tbody>
</table>

YOUR CAREER

Graduates will be prepared for careers in the sports and entertainment industry, promotional/advertising agencies, a variety of corporations and not-for-profit organizations. Graduates from the program have found employment in the following areas:

- Account Management
- Event Planning and Coordination
- Game Operations Coordination
- Marketing Coordination
- Partnerships and Sponsorships
- Program Coordination

FUTURE STUDY OPTIONS

For information on additional future study options, see georgebrown.ca/transferguide.

ADMISSION REQUIREMENTS

- College Advanced Diploma (3-year) or Bachelor's Degree or demonstrated, relevant work experience (resume and references required).
ENGLISH LANGUAGE PROFICIENCY

Applicants with international transcripts who do not provide English proficiency test results must test at the College level in the George Brown College English assessment to be considered for admission. In addition, applicants who are considered for admission to the program based solely on their work experience will be required to provide proof of English proficiency at the college level, and may be required to write the George Brown College English admission assessment.

Please visit georgebrown.ca/englishproficiency for more details.

COURSE EXEMPTIONS

Some college and university credits may qualify you for exemptions. Please visit georgebrown.ca/transferguide for more information.

INTERNATIONAL (VISA) STUDENTS

Visit the International Admissions page for more information.

"The Sport and Event Marketing program has a great reputation all over Canada. Everyone was either coming from another job, or straight out of university, like me, so they knew exactly what they wanted. The alumni network is also extremely strong and there is a common bond with other people that have gone through the program." Read more about Sean's experiences in the View from the Top article in our Alumni Stories.

Sean Reczulski (Graduate 2014, Sport and Event Marketing), former Foundation Manager, Michael "Pinball" Clemons Foundation, now Development and Partnership Manager, Movember Foundation

"I was really looking for a way to pair my degree with a more applied postgraduate experience. I had a strong sports background after being at Queen’s, but I was missing the business side. I was lucky to be accepted into the Sport & Event Marketing program. If you want to work in sports, it's definitely the best place in the country to be."

Emma Lambert (Graduate 2017), National Events Coordinator, motionball for Special Olympics

"I started doing research through LinkedIn to see where people in positions that I would ultimately love to have had gone to school. George Brown's Sport & Event Marketing program appeared to be the choice for many, so I applied and was grateful to be accepted into the program. On the very last day of classes I learned I had an offer to join the FUSE Marketing Group as an Account Coordinator. When things like this happen, it validates making the right decision at the right time. From the first day of school to the last day, I poured my heart and soul into my education, so I could come out with a job that I could be proud of. It's been an incredible experience."

Candice Joseph (Graduate 2017), Account Coordinator, FUSE Marketing Group

"While completing my Bachelor of Arts at Western University, I decided to consider a career in event marketing. George Brown offered the perfect one-year program for me. My co-op placement as a sponsorship assistant at the City of Toronto Special Events was the ideal setting to apply the theory I had learned in class. I was given special projects to work on immediately and was able to adapt quickly and contribute to the fast-paced workplace, thanks to George Brown."

Alexis Levenson (Graduate 2008, Sport and Event Marketing), Senior Manager, Operations, MCI Group

"The George Brown Sport and Event Marketing program was exactly what I was looking for. With a passion for sports and an eagerness for the industry, the program gave me the opportunity to connect with great professors, successful alumni and well-known figures in the industry to get me on the right path to start my career in sports marketing. Being the CFL Achievement Award recipient..."
CONTACT US

DOMESTIC STUDENTS ADMISSIONS
For inquiries about domestic admission requirements, admission deadlines, or the admissions process, please contact the Admissions Office at admissions@georgebrown.ca or visit the Admissions web page.

INTERNATIONAL STUDENT ADMISSIONS
For inquiries about international admission requirements, permits and visas, accommodations, or anything specific to international students, please contact the International Centre at International@georgebrown.ca or visit George Brown International.
Phone: (416) 415-5000 ext. 2115

FINANCIALS/FEES
For inquiries about OSAP, Bursaries, Scholarships and other financial inquiries, please contact the Financial Aid Office at FinAid@georgebrown.ca or visit the Financial Aid web page.

ENTRY ADVISING
For advice on the various program options and which program might be best suited for you, make an appointment to see an Entry Advisor. Please review these frequently asked questions or choose to book your appointment using the link provided.

1. Book online:
   Complete and submit the Client Intake Form
2. Book by phone:

CENTRE FOR BUSINESS
For questions regarding programs at the Centre for Business or if you require more information, please do not hesitate to contact us. Our knowledgeable staff are available to assist you.

For general inquiries, please contact the Centre for Business:
Email: business@georgebrown.ca Phone: (416) 415-5000 ext. 2160

INFORMATION SESSIONS
For program specific information and to meet faculty, sign up to attend an information session

SPORT & EVENT MARKETING (B400)
For inquiries related to this program (for example, course-specific information) please contact one of the Program Co-ordinators:

Peter Widdis, Program Co-ordinator
Email: pwiddis@georgebrown.ca
Kathy Dumanski, Chair, School of Marketing
Email: kdumanski@georgebrown.ca

VISIT OUR CAMPUS
On-campus information sessions are held on a regular basis. Come and have your questions answered. Learn about the program content and career options. Meet your friendly professors and staff. Experience what it is like to be in a George Brown College classroom. Sign up for an upcoming session.

LINKS REFERENCE
1https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=B400&lang=en
2http://www.georgebrown.ca/international/futurestudents/tuitionfees/
3http://www.5towatch.ca/
4http://www.georgebrown.ca/business/learning_environment/
5http://www.georgebrown.ca/international/futurestudents/applynow/
6http://www.georgebrown.ca/business/alumni/sean-reczulski.aspx
7http://www.georgebrown.ca/business/marketing/alumni/
8http://www.georgebrown.ca/business/marketing/alumni/
9http://www.georgebrown.ca/admissions/
10http://www.georgebrown.ca/international/
11http://www.georgebrown.ca/financialaid/
12http://www.georgebrown.ca/entry_advising_faq.aspx
13http://www.georgebrown.ca/advising/contactform/
14http://www.georgebrown.ca/info_sessions.aspx
15http://www.georgebrown.ca/business_infosessions/

George Brown College is continually striving to improve its programs and their delivery. The information contained in this calendar is subject to change without notice. It should not be viewed as a representation, offer or warranty. Students are responsible for verifying George Brown College admission, graduation, and fee requirements as well as any requirements of outside institutions, industry associations, or other bodies that may award additional designations concurrently with, or after completion of, a George Brown College program.