

SPORT AND EVENT MARKETING PROGRAM (POSTGRADUATE) (B400)

PROGRAM NAME	Sport and Event Marketing	TUITION	\$4,287.00*†
COURSE CODE	B400	ADDITIONAL COST	
SCHOOL	School of Marketing		
CENTRE	Business		
LOCATION	St. James Campus		
DURATION	12 months (2 semesters in-class, 1 semester work experience)		
FIELD EDUCATION	Work Experience (Co-op or Internship) Required		
STARTING MONTH	September, January, May		
CREDENTIAL	Ontario College Graduate Certificate		
YEAR OF STUDY	2019-2020		
METHOD OF STUDY	FT		
APPLY TO	Ontario Colleges ¹		

† 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 2018. Fees are subject to change for programs starting in Fall 2019 and at later dates.

International students: Visit the International Fees and Related Costs² 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 Watch³ Canada's Sports Business Awards
- Primetime Case Competition

This Centre for Business⁴ program is part of our School of Marketing⁵.



FIELD EDUCATION 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. *The work term occurs between the two academic semesters.*

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 education⁶ at the Centre for Business.

THE INDUSTRY

INDUSTRY FEEDBACK



"We have hosted a variety of George Brown Sport and Event Marketing interns and have always been impressed that these students have a built-in industry network when they arrive, as their classmates are spread throughout the industry. Add to that the fact that many have had other work experiences and it makes for a more mature, effective internship for the hosting organization." Read more about Dan MacKenzie⁷ in our Alumni Stories⁸.

Dan MacKenzie (Graduate 1997, Sport and Event Marketing), Vice-President & Managing Director, NBA Canada

"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

Code	Course Name	Pre-requisite
COMP 1110	Computer Applications for Marketing	NONE
MARK 1024	Marketing Seminar Series	NONE
MARK 1027	Marketing Management	NONE
MARK 4005	Applied Business Communications	NONE
SPMK 4002	Event Planning and Management I	NONE
SPMK 4014	Principles of Sport & Event Marketing I	NONE
BUS 4000	Work Experience Prep Course	NONE

WORK EXPERIENCE TERM

Code	Course Name	Pre-requisite
COOP 4001 or INTN 4001	Work Experience Term	BUS 4000

SEMESTER 2

Code	Course Name	Pre-requisite
MARK 4006	Integrated Digital Marketing	MARK 1027
MARK 4012	Marketing Metrics	MARK 1027
SPMK 4007	Event Planning & Management II	SPMK 4002
SPMK 4016	Advertising and Media Fundamentals	MARK 1027
SPMK 4017	Non-Profit and Cause Related Marketing	MARK 1027
SPMK 4018	Principles of Sport & Event Marketing II	SPMK 4014

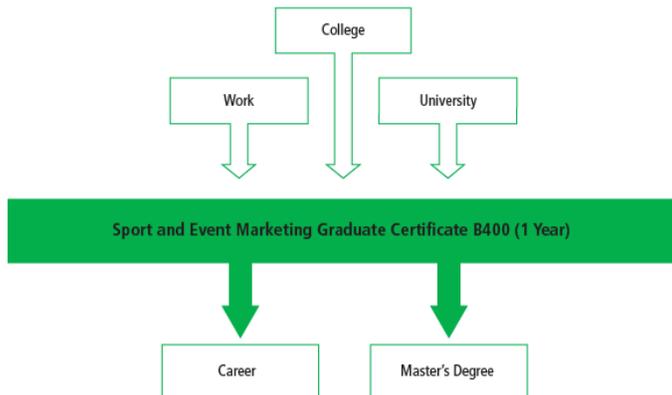
YOUR CAREER

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 Admissions⁹ 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 article¹⁰ in our Alumni Stories¹¹.

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:**
Entry Advisor: (416) 415-5000, Ext 2949 Toll Free: 1-800-265-2002 TTY: 1-877-515-5559

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 the Program Co-ordinator:

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

VISIT OUR CAMPUS

This program is offered out of our School of Marketing²⁰ and classes take place at our St. James Campus²¹, mainly at 200 King St. E.²², and 290 Adelaide St. E.²³, Toronto, ON, Canada.

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, and experience what it is like to be in a George Brown College classroom. Sign up²⁴ for an upcoming session.

Campus tours are offered on a regular basis. Sign up²⁵ today!

LINKS REFERENCE

- ¹<https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=B400&lang=en>
- ²<http://www.georgebrown.ca/international/futurestudents/tuitionfees/>
- ³<http://www.5towatch.ca/>
- ⁴<http://www.georgebrown.ca/business>
- ⁵<http://www.georgebrown.ca/business/marketing/>
- ⁶http://www.georgebrown.ca/business/learning_environment/
- ⁷<http://www.georgebrown.ca/business/alumni/net-connections.aspx>
- ⁸<http://www.georgebrown.ca/business/alumni/>
- ⁹<http://www.georgebrown.ca/international/futurestudents/applynow/>
- ¹⁰<http://www.georgebrown.ca/business/alumni/sean-reczulski.aspx>
- ¹¹<http://www.georgebrown.ca/business/alumni/>
- ¹²<http://www.georgebrown.ca/business/alumni/net-connections.aspx>
- ¹³<http://www.georgebrown.ca/business/alumni/>
- ¹⁴<http://www.georgebrown.ca/admissions/>
- ¹⁵<http://www.georgebrown.ca/international/>
- ¹⁶<http://www.georgebrown.ca/financialaid/>
- ¹⁷http://www.georgebrown.ca/entry_advicing_faq.aspx
- ¹⁸<http://www.georgebrown.ca/advicing/contactform/>
- ¹⁹http://www.georgebrown.ca/info_sessions.aspx
- ²⁰<http://www.georgebrown.ca/business/marketing/>
- ²¹<http://www.georgebrown.ca/campuses/st-james/>
- ²²<https://www.google.com/maps/place/George+Brown+College/@43.650962,-79.3724126,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x2a2d39cb9b79ac42!8m2!3d43.650962!4d-79.3702239>
- ²³<https://www.google.com/maps/place/George+Brown+College/@43.6519459,-79.3722555,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x975fd3a1900dc06!8m2!3d43.6519459!4d-79.3700668>
- ²⁴http://www.georgebrown.ca/business_infosessions/
- ²⁵http://www.georgebrown.ca/campus_tours/

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.