SPORT AND EVENT MARKETING PROGRAM (POSTGRADUATE) (B400)

<table>
<thead>
<tr>
<th>PROGRAM NAME</th>
<th>Sport and Event Marketing</th>
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<tbody>
<tr>
<td>COURSE CODE</td>
<td>B400</td>
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<tr>
<td>SCHOOL</td>
<td>School of Marketing</td>
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<tr>
<td>CENTRE</td>
<td>Business</td>
</tr>
<tr>
<td>LOCATION</td>
<td>St. James Campus</td>
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<tr>
<td>DURATION</td>
<td>12 months (2 semesters in-class, 1 semester work experience)</td>
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<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>2020-2021</td>
</tr>
<tr>
<td>METHOD OF STUDY</td>
<td>FT</td>
</tr>
<tr>
<td>APPLY TO</td>
<td>Ontario Colleges spouse</td>
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**TUITION**

$4,173.00 †

**ADDITIONAL COST**

* Amounts listed are the total of tuition, materials, student service and ancillary fees for the first two semesters of programs starting in Fall 2019. Fees are subject to change for programs starting in Fall 2020 and at later dates.

† 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 $500 covers the cost of the Work Experience Preparation course and Work Experience semester.

**FINANCIAL ASSISTANCE**

This program is approved for OSAP funding, provided the applicant meets OSAP eligibility criteria.

**For over 25 years, the Sport and Event Marketing graduate certificate program at George Brown College in Toronto has been equipping students with the core skills to succeed in the integrated work of sport, arts and entertainment, and not for profit enterprises.**

Hands-on from the first day, this 12-month program provides students with a foundation in consumer marketing. It focuses on the examination and application of Sport and Event Marketing best practices, strategies, tactics, tools and techniques. Students develop and learn to apply creativity and critical thinking skills that will take them from the classroom to the boardroom. Assignments and projects can involve industry partners, especially in the final semester when students plan and execute a charitable event.

Key disciplines covered include sport, arts and entertainment marketing, sponsorship activation, event planning and management, integrated marketing communications (IMC), digital media, not for profit and cause-related marketing and financial metrics.

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

Extracurricular opportunities may include:

- Speed Mentoring
- 5 to Watch Canada’s Sports Business Awards
- Primetime Sports 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. The work term occurs after the end of the second academic semester.

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

“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 MacKenzie in our Alumni Stories.

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>Pre-requisite</th>
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</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>
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SEMESTER 2

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
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</thead>
<tbody>
<tr>
<td>SPMK 4017</td>
<td>Non-Profit and Cause Related 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>MARK 2044</td>
<td>Principles of Marketing Research</td>
<td>NONE</td>
</tr>
<tr>
<td>MARK 4025</td>
<td>IMC &amp; Digital Media Fundamentals</td>
<td>MARK 1027</td>
</tr>
<tr>
<td>SPMK 4018</td>
<td>Principles of Sport &amp; Event Marketing II</td>
<td>SPMK 4014</td>
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WORK EXPERIENCE TERM

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

Graduates gain transferable skills for a career start in a growing variety of industries that embrace sport and event marketing practices. These include amateur and professional sport, e-sports, arts and entertainment, consumer products, retail, tourism, hospitality, financial services, technology, special events, not for profit, business consulting, advertising, sponsorship, digital and experiential marketing.

Potential positions may include:

- Account Manager/Executive
- Event Coordinator
- Game Operations Coordinator
- Marketing Coordinator
- Partnerships and Sponsorships Coordinator
- Ticket Sales Coordinator

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.

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.
George Brown College Full-Time Programs

CONTACT US

INFORMATION SESSIONS
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 up for an upcoming session.

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

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

Peter Widdis, Program Co-ordinator
Email: pwiddis@georgebrown.ca

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

“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.”

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

“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.”

Alexa Costa (Graduate 2016, Sport and Event Marketing), Manager, Partnership Marketing, Canadian Soccer Business

“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 this year opened many doors for me and I’m truly grateful for George Brown College.”

Sean Reczulski (Graduate 2014, Sport and Event Marketing), former Foundation Manager, Michael “Pinball” Clemons Foundation, now Philanthropic Manager, Canadian Olympic Foundation

“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.

Alexis Levenson (Graduate 2008, Sport and Event Marketing), Senior Manager, Operations, MCI 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
Elizabeth Speers, Academic Director, Centre for Business
Email: espeers@georgebrown.ca
Book a Meeting with the Chair: centreforbusiness.as.me/marketingprospective

VISIT OUR CAMPUS

This program is offered out of our School of Marketing\(^{19}\) and classes take place at our St. James Campus\(^{20}\), mainly at 200 King St. E.\(^{21}\), and 290 Adelaide St. E.\(^{22}\), Toronto, ON, Canada. Campus tours are offered on a regular basis. Sign up\(^{23}\) today!

LINKS REFERENCE

1https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=B400&lang=en
2https://www.georgebrown.ca/international/futurestudents/tuitionfees/
3http://www.5towatch.ca/
4https://www.georgebrown.ca/business/
5https://www.georgebrown.ca/business/marketing/
6https://www.georgebrown.ca/business/learning_environment/
7https://www.georgebrown.ca/international/futurestudents/howtoapply/
8https://www.georgebrown.ca/business/alumni/sean-reczulski.aspx
9https://www.georgebrown.ca/business/marketing/alumni/
11https://www.georgebrown.ca/business/marketing/alumni/
12https://www.georgebrown.ca/business_infosessions/
13https://www.georgebrown.ca/admissions/
14https://www.georgebrown.ca/international/
15https://www.georgebrown.ca/financialaid/
16https://www.georgebrown.ca/entry_advising_faq.aspx
17https://www.georgebrown.ca/advising/contactform/
18https://centreforbusiness.as.me/marketingprospective
19https://www.georgebrown.ca/business/marketing/
20https://www.georgebrown.ca/campuses/st-james/
21https://www.google.com/maps/place/George+Brown+College/@43.650962,62,-79.3724126,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x2a2d39cb9b79ac42!8m2!3d43.650962!4d-79.3702239
22https://www.google.com/maps/place/George+Brown+College/@43.6519459,-79.3722555,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x975fd3a1900dc0618m2!3d43.6519459!4d-79.3700668
23https://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.