

Fanshawe College

FIRST: Fanshawe Innovation, Research, Scholarship, Teaching

Documentation (Approvals etc...)

Sport and Event Marketing

2020

SMM1 New Degree Audit Report for 2020-21

Fanshawe College

Follow this and additional works at: https://first.fanshawec.ca/cae_business_sportsmarketing_documentation

Degree Audit Report

Catalog: 2020/2021

Program: SMM1
Department: BUS - Kinlin School of Business
Academic Level: PS
CCD: 7 - 2AcadSem/600-700 hrs
Credential: Ontario College Graduate Cert

Name: Sport and Event Marketing

Grade Scheme: LG2
Major: SMM1 - Sport & Event Marketing
Co-Op Indicator: N/A

Div: BUS - Business and Management


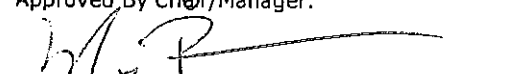
Academic Program Requirement

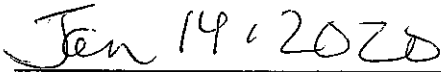
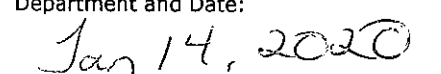
Total Credits: 0.00
GPA Requirement: 2.00
Minimum Grade:

Residency Reqmt: 0.00
Residency Reqmt GPA: 0.00

Academic Requirement:

Major:
Grade Scheme:
Minimum GPA: 0.00
Minimum Grade:


 Approved By Chair/Manager:

 Approved by Dean:


 Department and Date:

 Date:

General Education Approved By(as appropriate): _____ Date: _____



	Total Hours	Total Credits
LEVEL ONE		
MKTG-1093 Sport Marketing for Sport and Recreation Management	45	3
MGMT-5074 Google Analytics	45	3
COMP-6051 Marketing Design	45	3
COMM-6019 Professional Communications	45	3
MGMT-6153 Leadership in Sport & Event Marketing	45	3
MKTG-6015 Non-Profit Event Marketing	45	3
LEVEL TWO		
MKTG-6031 International Sport Marketing	45	3
MKTG-6030 Festivals, Sports & Events Management	45	3
MKTG-6152 Ethics, Issues and Trends In Sport & Event Marketing	45	3
MKTG-6032 Sponsorship Activation & Analysis	45	3
PBRL-6021 Sport Media & PR	45	3
MKTG-6033 Sport & Community Marketing in Canada	45	3
OR		
INNV-6001 Innovation Applications	45	3
LEVEL THREE		
MKTG-6034 Sport and Event Marketing Management Internship	45	3