

**Event Marketing Management - Sports, Entertainment, Art
(EVM)**

Graduate Certificate Program

Fall 2014 & Onward

Semester 1

Semester 2

Summer/Fall

Fall/Winter

SEA115 - 3 hours
Event Marketing
Management

SEA200 - 3 hours
Arts, Entertainment
and Cultural
Marketing

SEA120 - 3 hours
Sports and Event
Marketing I

SEA225 - 3 hours
Sport and Event
Marketing II

SEA135 - 4 hours
Event Planning and
Logistics

SEA235 - 2 hours
Digital Media
Applications

SEA145 - 3 hours
Event Financial
Management

SEA245 - 3 hours
Brand Activation &
Experiential
Marketing

SEA150 - 2 hours
Behind the Scenes
of Events

SEA265 - 3 hours
Festivals and Trade
Shows

SEA170 - 3 hours
Sponsorship
Activation

SEA 275 - 3 hours
Event Digital &
Social Media
Marketing

CPP100 - 1 hour
Co-op Professional
Theory
(co-op option only)

CPP200 - 1 hour
Co-op Professional
Practice