

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

**Semester 1**

**Semester 2**

**Fall / Winter**

**Winter / Summer**

**SEA115 - 3 hours  
Event Marketing  
Management**

**SEA120 - 3 hrs  
Sports and Event  
Marketing**

**SEA135 - 4 hrs  
Event Planning and  
Logistics**

**SEA145 - 3 hrs  
Event Financial  
Planning**

**SEA 275 - 3 hrs  
Digital Social Media**

**SEA170 - 3 hrs  
Sponsorship  
Activation**

**SEA200 - 3 hrs  
Arts, Entertainment and Cultural  
Marketing**  
*Pre-req. successfull completion  
of semester 1*

**SEA225 - 3 hrs  
Sport and Event Marketing II**  
*Pre-req. successfull completion  
of semester 1*

**SEA235 - 3 hrs  
Digital and Media Applications**  
*Pre-req. successfull completion  
of semester 1*

**SEA245 - 3 hrs  
Brand Activation & Experiential  
Marketing**  
*Pre-req. successfull completion  
of semester 1*

**SEA265 - 3 hrs  
Festivals and Trade Shows**  
*Pre-req. successfull completion  
of semester 1*

**SEA285 - 3 hrs  
Business Metrics**  
*Pre-req. successfull completion  
of semester 1*

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

**CPP200 - 1 hr  
Co-op Professional Practice  
(co-op option only)**