

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

<i>Semester 1</i>	<i>Semester 2</i>	<i>WIL Option</i>
<i>Fall/ Winter</i>	<i>Winter / Summer</i>	<i>Summer / Fall</i>
<p>SEA115 - 3 hours Event Marketing Management</p>	<p>SEA200 - 3 hrs Arts, Entertainment and Cultural Marketing <i>Pre-req. successfull completion of semester 1</i></p>	<p>EVM441 - Work Term (Work Integrated Learning option only)</p>
<p>SEA120 - 3 hrs Sports and Event Marketing</p>	<p>SEA225 - 3 hrs Sport and Event Marketing II <i>Pre-req. successfull completion of semester 1</i></p>	
<p>SEA135 - 4 hrs Event Planning and Logistics</p>	<p>SEA235 - 3 hrs Digital and Media Applications <i>Pre-req. successfull completion of semester 1</i></p>	
<p>SEA145 - 3 hrs Event Financial Planning</p>	<p>SEA245 - 3 hrs Brand Activation & Experiential Marketing <i>Pre-req. successfull completion of semester 1</i></p>	
<p>SEA 175 - 3 hrs Digital Social Media</p>	<p>SEA265 - 3 hrs Festivals and Trade Shows <i>Pre-req. successfull completion of semester 1</i></p>	
<p>SEA170 - 3 hrs Sponsorship Activation</p>	<p>SEA285 - 3 hrs Business Metrics <i>Pre-req. successfull completion of semester 1</i></p>	
	<p>WTP100 - 1 hr Work Term Preparation (Work Integrated Learning option only)</p>	