**Sports Business, Certificate**

**BASPBCERT**

**Description**

The certificate in sports business has an innovative curriculum designed for students seeking a BS in the W. P. Carey School of Business who are interested in deepening their knowledge in the sports business domain. Particular attention is given to providing a foundation in marketing and sales as it is applied to the sports business discipline. The certificate program prepares students for success by complementing coursework from a degree program with specialized business knowledge in the sports business area of interest.

**At a Glance**

- **College/School:** W. P. Carey School of Business
- **Location:** Tempe campus

**Program Requirements**

[Certificate Map (Archives)](2020-2021 Certificate Map)

The certificate requires 15 credit hours.

A "C" (2.00 on a 4.00 scale) or better is required in all coursework.

**Required Course -- 3 credit hours**

MKT 311: Sports Business (3)

**Choose at least two of the following courses -- 6 credit hours**

- MKT 441: Sports Revenue Generation (3)
- MKT 451: Sports Business Analytics (3)
- MKT 484: Internship or MKT 493: Honors Thesis (L) (3)

**Choose no more than two of the following courses -- 6 credit hours**

- MKT 370: Professional Sales and Relationship Management (3)
Depending on a student's undergraduate program of study, prerequisite courses may be needed in order to complete the requirements of this certificate.

## Enrollment Requirements

Prerequisites: This program is available to W. P. Carey Bachelor of Science degree program students with a 2.50 cumulative ASU GPA and 56 earned credit hours. Students must have completed MKT 300, MKT 302 or MKT 303 with a grade of "C" (2.00 on a 4.00 scale) or better.

The certificate application is accessed and submitted through Advising SOS: [http://wpcarey.asu.edu/sos](http://wpcarey.asu.edu/sos).

No more than six credit hours may be shared between certificate and other degree programs, minors, or other certificates.

A student pursuing an undergraduate certificate must be enrolled as a degree-seeking student at ASU. Undergraduate certificates are not awarded prior to the award of an undergraduate degree. A student already holding an undergraduate degree may pursue an undergraduate certificate as a nondegree-seeking graduate student.

## Contact Information

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