Description

The certificate in sports business is an innovative curriculum designed for BS students 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 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

2018 - 2019 Major Map
Major Map (Archives)

Program Requirements

The certificate in sports business is available to BS business majors in the W. P. Carey School of Business. The certificate requires 15 credit hours.

**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)
MKT 410: Sales Management (3)
MKT 431: Sports Events and Facility Management (3)
MKT 435: Entrepreneurial Marketing (3)
MKT 442: Services Marketing Strategy (3)
MKT 484: Internship or MKT 493: Honors Thesis (L) (3)
MKT 494: Special Topics (3)

A "C" (2.00 on a 4.00 scale) or better is required in all upper-division course work.

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 ASU cumulative GPA and 56 earned 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: [https://wpcarey.asu.edu/SOS](https://wpcarey.asu.edu/SOS).

No more than 6 credit hours may be shared between certificate and other degree programs, minors, and/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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