PROGRAM DESCRIPTION

- •This intensive eight-month post-graduate program combines sports and entertainment marketing with the relationship building of sales
- Role-play scenarios and four full-day job shadows with sports teams help students develop placement prospects; teams have included the Ottawa Senators, Toronto Blue Jays, Ottawa 67's, Kingston Frontenacs, London Knights, Peterborough Petes, Toronto Marlies and Detroit Red Wings
- In the second semester students apply their knowledge and gain practical experience completing a major workplace project such as a sponsorship event, market research project, social media plan, game-night activities, community event, golf tournament or sports information seminar

Students graduate with the analytical and leadership skills to:

- Develop and implement sales, marketing, communications and public relations strategies for sports and entertainment marketing and event promotion
- Create transactional sales opportunities for sport
- Create sponsorship and partnership activation opportunities that add value for the consumer, property and buyer
- · Package and market options for selling
- Create integrated marketing and media plans
- Analyze and interpret marketing initiatives against sales forecasting, budgeting, financial health, and return on investment (ROI)

APPROXIMATE COSTS (2013-2014)

Domestic Tuition/Ancillary Fees: \$3,659 (two semesters)

Consumables Fee: \$950 Books and Supplies: \$200

WiFi-ready laptop recommended. Additional costs, such as travel and parking, may be incurred during placements

ADMISSION REQUIREMENTS

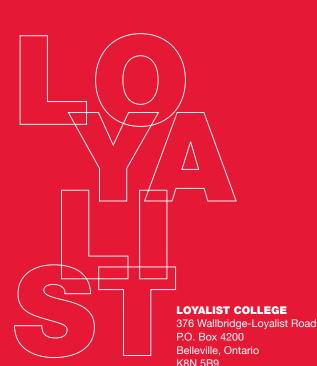
- A diploma or degree from a recognized college or university
- Preference will be given to applicants with credentials in a related field of study, such as Sales, Marketing, Business and/or Sports Management and/or Administration, and Commerce

Additional Requirements

- Most placements require a valid driver's licence
- Students considering international placements will require a valid passport

"I've learned to be a serious revenue generator-every employer's dream. My goal is to become an agent or manager for athletes. This internship experience will definitely bring my résumé to the top."

Andrew Peacock





SPORTS AND ENTERTAINMENT SALES AND MARKETING





TTY: 613-962-0633

Phone: (613) 969-1913

Toll Free: 1-888-569-2547

Fax: (613) 969-7905

SPORTS AND ENTERTAINMENT SALES AND MARKETING



Contact: sesm@loyalistc.on.ca

PROGAM LENGTH

One-Year Ontario College Post-Graduate Certificate

HIGHLIGHTS

- Starting salaries for program graduates range from \$38,000 to \$52,000
- Faculty with current industry contacts bring extensive industry experience to the classroom
- Development of a professional portfolio helps open doors to employment
- A four-month field placement in the second semester provides extensive real-life learning and the opportunity to graduate into a job

CAREER OPPORTUNITIES

- Sports and entertainment sales and marketing professionals work with sporting organizations, entertainment complexes and the non-profit sector
- You could work as a sales and marketing manager, account representative, sponsorship coordinator, marketing executive, game day coordinator, sponsorship salesperson, licensing brand manager, community events coordinator or social media coordinator

