

## 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

# LOYALIST

## LOYALIST COLLEGE

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# SESM

## SPORTS AND ENTERTAINMENT SALES AND MARKETING





# SPORTS AND ENTERTAINMENT SALES AND MARKETING



Andrew Peacock  
Sports and Entertainment Sales and Marketing 2013  
Ticket and Sales Intern, Maple Leaf Sports and Entertainment

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## PROGRAM 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

