



**Andrew Peacock, Inside Sales Executive
Global Event Sports Management Group
Sports and Entertainment Sales and Marketing Graduate 2013**

"Sports and entertainment are my true passion so when this opportunity arose – I jumped at it! My role is to prospect and research leads with a focus on determining the key decision makers. I'm looking for clients who will be a good fit with the sports events packages we offer. Our packages feature accommodations, transportation, event passes, meals and corporate signage for our clients – at marquee sporting events such as the Super Bowl, Masters, Kentucky Derby, US Open, Canadian Grand Prix and Canadian Open Golf Championship. I was headhunted on LinkedIn. They told me they were really interested in me because of my experience at Maple Leaf Sports and Entertainment (MLSE) where I did my placement as a Loyalist College student. This program played a key role in my success."

PROGRAM DESCRIPTION

Develop your analytical and leadership skills through:

- Intensive role-play scenarios
- Three full-day job shadows with organizations such as the Ottawa Senators, Toronto Blue Jays and LiveNation
- A field trip to a major North American city to meet with the sales and marketing staff of a major sports and entertainment organization

Through **hands-on exercises and practical instruction**, you will learn how to:

- Plan and execute promotional sales strategies for events
- Expand the brand to build revenue
- Create transactional sales opportunities for sport
- Boost participation and leverage investment to **get results**
- Develop win-win activation opportunities for sponsors and partners
- Create integrated marketing, media and public relations plans
- Evaluate marketing initiatives against sales forecasting, budgeting, financial health and return on investment (ROI)
- Build a personal network and a professional portfolio

ADMISSION REQUIREMENTS

- A diploma or degree from a recognized college or university
- Applicants with significant related work experience will be considered on an individual basis
- Transfer students from other institutions will also be considered on an individual basis
- Credentials in a related field of study, such as Sales, Marketing, Business, Sports Management, Administration or Commerce, are recommended

ADDITIONAL REQUIREMENTS

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



CAREER OPPORTUNITIES

There are many exciting opportunities with sporting organizations, entertainment complexes and the non-profit sector. You could work as a:

- Sales and marketing manager
- Account representative
- Sponsorship liaison
- Sponsorship sales manager
- Marketing executive
- Licensing brand manager
- Game night coordinator
- Community events coordinator
- Social media coordinator
- Group sales or ticketing manager
- Corporate services coordinator

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This document is available in alternative format upon request



**SESM
SPORTS AND ENTERTAINMENT
SALES AND MARKETING**



Professor Kim Grimes

"If you dream of working in sports and entertainment, you need specialized business training. In the Sports and Entertainment Sales and Marketing program, you'll learn to make an impact on the bottom line – then demonstrate those skills on the job during a four-month field placement."



SPORTS AND ENTERTAINMENT SALES AND MARKETING

Every aspect of this intensive eight-month post-graduate program is focused on opening doors to employment. Students learn to develop and implement sales, marketing, communications and public relations strategies for sports and entertainment marketing and event promotion. They get practical real-world instruction with role-play scenarios and three full-day job shadows with sports teams. In the second semester, students apply their knowledge on a major workplace project during a four-month field placement. Starting salaries for program graduates range from \$38,000 to \$52,000.

LOOK WHERE OUR STUDENTS HAVE DONE PLACEMENTS



Bre Gardner **Group Sales Department, Ottawa Senators**

"This program has been a great experience. Most importantly, the faculty helped me contact the right people and arrange a placement with the Senators. I would recommend this program to anyone interested in working within the sports industry."



Jessica Hootz **Community and Fan Development, New York Rangers**

"This position will enable me to work on a number of community projects in and around New York City, including the Rangers' 'Go Skate' initiative, teaching and involving kids in the sport of hockey. My Loyalist faculty went above and beyond to help me land the placement I was seeking. I'm grateful to be a part of this program and would recommend it to anyone interested in pursuing a career in the sports and entertainment industry."



Matthew Reid **Assistant Corporate Services** **Ottawa Senators Hockey Club**

"The SESM program has me on track to secure my dream job. I may not have the skills to play NHL hockey, but I can make an impact on the team from the front office."



Darcy John Davis **Global Partnerships and Marketing Department** **Toronto Marlies**

"I feel fortunate to have the opportunity to learn from professors who have so much experience in the sports and entertainment industry. This is one of the best decisions I have ever made, and I would definitely recommend this program."



Natalia Pellati **Assistant Corporate Services, Ottawa Senators Hockey Club**

"This is a great program for anyone looking to work in the sports and entertainment industry. It prepares you for sales, corporate clients, sponsorships, fan experience, customer service and so much more. The four-month placement gets your foot in the door – an excellent opportunity to make connections."



Shawn Reeves **Corporate Partnerships, Rugby Canada**

"This program taught me so much in such a short period of time. I received placement offers because I was able to show I had sales experience through in-class role plays."



Tamara Burns **Marketing, Sales and Game Operations** **Peterborough Petes Hockey Club**

"I entered the program with high expectations – and they were not only met, but exceeded. I will graduate with the ability to approach any sales situation with confidence, which is a skill I never had the opportunity to develop in university."

Tamara is now the Game Night Coordinator and Hockey Development Administrator for the Belleville Bulls, OHL.



Scott Henwood **Fan Development and Ticket Sales** **Mississauga Steelheads**

"I feel that this is my chance to enter a growing industry and be one of tomorrow's leaders in this field."