

DIVISION OF BUSINESS

Sports Marketing

EMBEDDED CERTIFICATE WITHIN ASSOCIATE OF SCIENCE IN BUSINESS ADMINISTRATION

Requirements for Academic Year 2026-2027

GENERAL EDUCATION REQUIREMENTS 4-6 HOURS (Check catalog listings for prerequisites)		
Area	Hours	To be selected from:
College Orientation	1-3	EDUC 1111 College Orientation EDUC 1113 Strategies for Success
Computer Literacy	3	COMS 1133 Fund of Comp Usage
PROGRAM REQUIREMENTS 12 HOURS (Check catalog course listings for prerequisites)		
Sports Marketing	3	BUSN 2713 Sports Marketing
Guided Electives	9	BUSN 1113 Business Principles BUSN 2163 Sports Management BUSN 2203 Principles of Advertising BUSN 2300 Special Topics BUSN 2753 Social Media Management PHED 2223 Legal Aspects of Sports
Maximum 3 hours are allowed for Special Topics courses towards a certificate. Physical Education activity courses do not count toward graduation.		
Total Hours: 16		