

Certificate in Sport Marketing

The certificate in Sport Marketing will allow students across Temple University to augment their major degrees with exposure to a program that prepares students to lead and succeed in the fast-paced world of sport, recreation and leisure management. The sport management program integrates foundational business principles with innovative concepts related directly to the distinct industry of sport. Temple's Sport and Recreation Management program is one of the oldest and most distinguished programs of its kind in the country.

The certificate in Sport Marketing is open to non-Sport and Recreation Management majors only. The certificate consists of four courses in total (12 credits), with two being required and two to be chosen from a set of electives.

Declare Your Certificate

Students interested in declaring this certificate in the School of Sport, Tourism and Hospitality Management (STHM) should follow these steps:

1. First, meet with your home academic advisor to confirm the certificate will fit into your present academic and graduation plan. After confirming plan fit, please e-mail sthmcss@temple.edu to meet with an academic advisor or attend our peer advising hours, offered daily via Zoom.
2. Submit a Change of Program Request form to sthmcss@temple.edu in STHM's Center for Student Services (CSS).
3. Once approved, the form will be submitted electronically to the Office of the University Registrar (O.U.R.). In 3-5 business days, the request will be processed and then visible within Self-Service Banner (Student Information tab).

Questions? Contact us at sthmcss@temple.edu or at 215-204-8701.

Requirements

Code	Title	Credit Hours
Required Courses		
Must take the following two courses in sequence and in consultation with an STHM advisor:		
SRM 3214	Marketing Management in Sport and Recreation ¹	3
SRM 3227	Advanced Marketing for Sport and Recreation	3
Elective Courses		
Select two of the following in consultation with an STHM advisor:		
SRM 3224	Media and Communications in Sport and Recreation	6
SRM 3226	Consumer Behavior in Sport and Recreation	
SRM 3228	Sales Management in Sport and Recreation	
STHM 3428	Sponsorship, Fundraising and Ancillary Revenue Sources in Event Management	
Total Credit Hours		12

¹ Offered online

(Note: This is designed so that any student doing a Certificate in Sport Marketing would only need to declare and take two additional courses to earn the Minor in Sport Management.)