

Sport Marketing Certificate

Overview

The **Certificate in Sport Marketing** allows 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 Sport Marketing certificate is open to all Temple undergraduate majors except for Sport and Recreation Management majors.

The certificate consists of four courses in total (12 credits).

Campus Location: Main

Program Code: TH-SPMK-CERT

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 in 108 Speakman Hall.
2. Submit a Change of Program Request form to officially add the certificate.
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).

Contact Information

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

Requirements

Code	Title	Credit Hours
Elective Courses		
Select four of the following in consultation with an STHM advisor:		12
SRM 3220	Special Topics in Sport and Recreation Management ¹	
SRM 3224	Media and Communications in Sport and Recreation	
SRM 3226	Consumer Behavior in Sport and Recreation	
SRM 3227	Advanced Marketing for Sport and Recreation	
SRM 3228	Sales Management in Sport and Recreation	
STHM 3428	Event and Entertainment Revenues	
Total Credit Hours		12

1

As approved by the SRM department; repeatable; current list of approved special topics courses are: Personal Branding of Athletes: Name, Image and Likeness; Esports Social Media Management and Engagement; and Emerging Multimedia Roles in the Sport Industry.

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. However, students may only do either the certificate or minor. If a student enrolls in the minor, they would need to rescind the certificate.

A grade point average of 2.0 in the certificate is required as well as a minimum grade of C- in each course.