

SPORTS, ENTERTAINMENT & EVENT MARKETING (SEM)

About the Program

Sports, entertainment and events represent a multibillion-dollar global industry that is dynamically evolving. Consumer demand for sports, esports and entertainment in live, virtual or hybrid formats is driving industry innovation and growth. So, too, is the prevalence of brand experiential and sponsorship marketing.

In this eight-month graduate certificate program, you will learn about this industry and the integrated roles that event properties, marketing agencies and brand sponsors play. You will learn to apply the principles of strategic marketing and brand management to the development of event properties and experiential marketing campaigns. This program prepares you for careers in the sports, entertainment and event marketing fields that span the private, non-profit and public sectors.

Credential Awarded

Ontario College Graduate Certificate

Duration

2 Semesters (8 Months)

Starts

January, September

Program and Course Delivery

This program is offered in Seneca's flexible delivery format, with some courses delivered online. For courses offered in the flexible delivery format, professors use innovative learning spaces and technology to teach students in a classroom or lab and broadcast in real time to students attending remotely. In flexible courses, students have the choice of coming on campus or learning online.

Skills

Throughout this program you will develop the following skills:

- problem-solving
- collaborating
- relationship-building
- leadership skills

Work Experience

Optional Work Term

This program offers the option to complete a work term, providing valuable hands-on experience in your field of study.

Students who select the work term stream will have the opportunity to participate in a work term(s) if eligibility requirements are maintained. Students will have the flexibility to transfer to the non-work term stream at any time. The work term(s) is similar in length to an academic semester and is typically a full-time position that may be paid or unpaid. The work

term job search is student-driven and participation in the work term stream does not guarantee that a work position will be secured. However, students will receive guidance and support through in-class career workshops and one-on-one coaching to help prepare for the work term.

Review eligibility requirements for work-integrated learning (<https://www.senecapolytechnic.ca/employers/seneca-works/work-integrated-learning/eligibility.html>)

Your Career

Graduates of the program can explore the following career options:

- sponsorship marketing
- sports marketing
- entertainment marketing
- event and experiential marketing
- digital and content marketing
- brand management
- marketing management

Affiliations/Associations

- American Marketing Association
- Canadian Marketing Association
- Sponsorship Marketing Council Canada
- The Toronto Blue Jays Baseball Club
- The T1 Agency
- LiveGuage – Live Event ROI

Our Seneca Agency

Seneca's student-run agency, Studio 67, gives students the opportunity to put theory into practice by working directly with clients on marketing and media projects. You will apply the concepts learned in your courses to design, pitch and execute strategies with real organizations. With this hands-on experience in your repertoire and on your resumé, you will graduate industry ready.

Discover Studio 67 (<https://www.senecapolytechnic.ca/school/faculty-of-communication-art-and-design/school-of-marketing/marketing-agency.html>)

Program of Study

Course Code	Course Name	Weekly Hours
Semester 1		
EMK110	Esports Experience and Culture of Gaming	4
SEM115	Event Marketing Strategy	4
SEM120	Sports Marketing	4
SEM135	Event Project Management	4
SEM145	Event Financial Management	4
SEM175	Event Digital Marketing Strategy	3
Semester 2		
SEM201	Entertainment Marketing	4
SEM235	Digital Media Applications	4
SEM245	Brand Activation and Experiential Marketing	4

SEM255	Sponsorship Strategy	4
SEM285	Event Analytics	3
SEM295	Consumer Behavior and The Event Experience	4
WTP100	Work Term Preparation *	1
Work-Integrated Learning Term		
SEM441	Event Marketing - Sports, Entertainment, Arts, Work Term *	30

* Work-Integrated Learning option only

Program Learning Outcomes

This Seneca program has been validated by the Credential Validation Service as an Ontario College Credential as required by the Ministry of Colleges and Universities.

As a graduate, you will be prepared to reliably demonstrate the ability to:

- Develop and implement financial initiatives based on event objectives through methods such as sponsorship programs, grant applications, and fundraising initiatives.
- Plan, design, and coordinate effective site and facility operations.
- Apply the principles of marketing to events.
- Apply strategies for effective human resource management to events.
- Create, plan, and implement effective programming for events.
- Apply accounting and financial knowledge and skills to the operation of events.
- Apply business administration skills to the operation of events.
- Apply the principles of professionalism and ethics to event management.

Admission Requirements

- Ontario university or college degree or college diploma or equivalent
Applicants with an equivalent combination of partial postsecondary and/or three to five years related work experience may be considered for admission. A relevant resumé and references must be provided.
- English proficiency (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/english-proficiency.html>) for graduate certificates

Canadian citizens or permanent residents educated outside of Canada must provide a World Education Services (WES) or ICAS Canada credential evaluation.

International Student Information

International admissions requirements vary by program and in addition to English requirements (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/english-requirements.html>), programs may require credits in mathematics, biology, and chemistry at a level equivalent to Ontario's curriculum, or a postsecondary degree or diploma, equivalent to an Ontario university or college. Program-specific pre-requisite courses and credentials are listed with the admission requirements on each program page. To review the academic requirements please visit: Academic Requirements - Seneca, Toronto, Canada ([senecapolytechnic.ca](https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html)) (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html>).

Pathways

As a leader in academic pathways, we offer a range of options that will allow you to take your credential further in another Seneca program or a program at a partner institution.

To learn more about your eligibility, visit the Academic Pathways (<https://www.senecapolytechnic.ca/pathways.html>) web page.

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