

# Sport Marketing & Management Option

Business Management  
Program (410.D0)



## About the program:

The Sport Marketing & Management option of the Business Management program is a three-year program designed to prepare students for careers in a wide range of sport-related enterprises. It is designed for the student who enjoys having responsibility, taking initiative, dealing with the public and being part of a team. This three-year technical program has a practical approach to learning through the use of simulations, case studies, and assorted software applications. Students will have the opportunity to complete fieldwork or to develop a project through an independent study in sport. Sport Marketing & Management will give the knowledge and skills needed to succeed in business and can lead to a career that is both challenging and rewarding.

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### Careers in business:

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The aim of the program is to prepare students for management or marketing positions in:

- Sports marketing companies
- Sports and communication firms
- Amateur athletic organizations
- Corporate fitness and wellness programs
- Professional sports teams/leagues

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**Application Deadline:** March 1<sup>st</sup> for the Fall Semester

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Minimum Admission  
Requirements:

Quebec Secondary School Diploma or a level of education that is deemed equivalent by the College. Even if applicants meet the requirement of the Règlement sur le régime des études collégiale, they may be refused admission due to lack of space.

Contact Information:

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[www.champlainonline.com](http://www.champlainonline.com)

# Semester Breakdown

Semester 1	1	Introduction to Sport Management
	2	Introduction to Marketing
	3	Introduction to Business Software Tools
	4	History of Sport
	5	English
	6	French
	7	Physical Education
Semester 2	1	Introduction to Accounting
	2	Consumer Behaviour
	3	Presentation Techniques for Marketers
	4	Desktop Applications for Print Marketing
	5	Sport Marketing, Promotions & Fundraising
	6	English
	7	Humanities
	8	French
Semester 3	1	Financial Management in Sport
	2	Legal Issues in Sport
	3	Web Page Design for Marketing & Sales
	4	English
	5	Humanities
	6	Français du travail
	7	Complementary
Semester 4	1	Managerial Statistical Methods
	2	Economics of Sport
	3	Sport Marketing Research
	4	Retailing in Sport
	5	Delivering Quality Customer Service
	6	English
	7	Humanities
	8	Physical Education
Semester 5	1	Sales Force Training & Management
	2	Career Planning
	3	Project Management: Sport Product Launch or Facilities Management
	4	Sport Advertising
	5	Field Work in Sport or Independent Study in Sport
	6	Complementary
	7	Physical Education
Semester 6	1	Media Relations in Sports
	2	Global Marketing of Sport
	3	Sales Practicum
	4	Sport Marketing Practicum
	5	Sport Management Externship