

SPORT MARKETING & MANAGEMENT OPTION

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.

CAREERS IN BUSINESS

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

APPLICATION DEADLINE: MARCH 1ST FOR THE FALL SEMESTER

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

SEMESTER BREAKDOWN

SEMESTER

1

Introduction to Sport Management
Introduction to Marketing
Introduction to Business Software Tools
History of Sport
English
French
Physical Education

SEMESTER

2

Introduction to Accounting
Consumer Behaviour
Presentation Techniques for Marketers
Desktop Applications for Print Marketing
Sport Marketing, Promotions & Fundraising
English
Humanities
French

SEMESTER

3

Financial Management in Sport
Legal Issues in Sport
Web Page Design for Marketing & Sales
Français du travail
English
Humanities
Complementary

SEMESTER

4

Managerial Statistical Methods
Economics of Sport
Sport Marketing Research
Retailing in Sport
Delivering Quality Customer Service
English
Humanities
Physical Education

SEMESTER

5

Sales Force Training & Management
Career Planning
Project Management: Sport Product Launch or Facilities Management
Sport Advertising
Field Work in Sport or Independent Study in Sport
Complementary
Physical Education

SEMESTER

6

Media Relations in Sports
Global Marketing of Sport
Sales Practicum
Sport Marketing Practicum
Sport Management Externship

A NEW SEASON – A NEW SEASON – A NEW SEASON – A NEW SEASON
