

SPORT SALES CERTIFICATE

College: College of Natural & Health Sciences

The sport sales certificate combines class work with extensive experiential learning opportunities to position the student for success in sales careers throughout the sport industry. The certificate was developed with direct input from several sports organizations at various levels of sport who also directly contribute to the program through guest lectures, practice sessions, and practicum placements, both on- and off-site.

Program Learning Outcomes

1. Demonstrate effective communication skills through a variety of mediums: Students are able to use oral or visual communication for business purposes using professional communication styles. Students are able to use written communication for business purposes using professional communication styles. Students demonstrate an ability to use interpersonal and mass communication styles in sport business.
2. Collect and analyze information connected to the sports management discipline: Demonstrate an ability to use the fundamental principles of the sport management field, which include marketing, finance and law. Effectively apply technology to analyze and interpret data.
3. Demonstrate a proficiency in identifying and resolving problems: Students can identify and evaluate sport business concerns. Students can communicate how learned concepts affect business situations while providing a potential solution to any problem. Students can identify potential ethical dilemmas and be proactive in resolving them.
4. Function effectively in a manner similar to industry personnel: Students demonstrate the ability to make economic decisions to improve the business. Students use the various dimensions of diversity, ethics, and law for professional decision-making in relation to sport management.
5. Develop critical thinking skills through disciplined intellectual inquiry: Students are able to utilize strong logic in developing potential solutions to problems within professional and ethical standards. Students can recognize and analyze sport business issues through relevant literature.

Requirements for the Sport Sales Certificate

Students must maintain a minimum 2.50 GPA in all required courses to receive this certificate.

Code	Title	Credits
Required Courses		
SPMT 430	Sport Sales and Customer Service	3
SPMT 431	Advanced Sport Sales Tickets and Premium Seating	3
SPMT 432	Advanced Sport Sales: Sponsorships and Corporate Inventory	3
SPMT 435	Athletic Fundraising	3
SPMT 439	Sport Sales Practicum	3
Total Credits		15

University Requirements for Undergraduate Certificates

Course work in a certificate must be completed with a minimum 2.00 GPA. Departments or programs may require a higher GPA.

A minimum of 9 credits in a certificate program must be taken at UW-Parkside. Individual departments and programs may require more than 9 credits to be taken at UW-Parkside.