

# Sports Business, Certificate

BASPBCERT

## Description

The certificate in sports business has an innovative curriculum designed for students seeking a BS degree in the W. P. Carey School of Business who are interested in deepening their knowledge in the sports business domain.

Particular attention is given to providing a foundation in marketing and sales as it is applied to the sports business discipline. The certificate program prepares students for success by complementing coursework from a degree program with specialized business knowledge in the sports business area of interest.

## At a glance

- College/School: [W. P. Carey School of Business](#)
- Location: [Tempe](#)

## Program requirements

[2024 - 2025 Certificate Map](#)  
[Certificate Map \(Archives\)](#)

The sports business certificate requires 15 credit hours to complete. To earn the certificate, students must complete all courses with a grade of "C" (2.00 on a scale of 4.00) or better.

No more than six credit hours may be shared between the certificate and other degree programs, minors, and/or other certificates.

### Required Course -- 3 credit hours

[MKT 311: Sports Business](#) (3)

### Choose at least two of the following courses: -- 6 credit hours

[MKT 441: Sports Revenue Generation](#) (3)

[MKT 451: Sports Business Analytics](#) (3)

[MKT 484: Internship](#) or [MKT 493: Honors Thesis \(L\)](#) (3)

**Choose no more than two of the following courses: -- 6 credit hours**

[MKT 370: Professional Sales and Relationship Management](#) (3)

[MKT 410: Sales Management](#) (3)

[MKT 431: Sports Experiences](#) (3)

[MKT 435: Entrepreneurial Marketing](#) (3)

[MKT 442: Services Marketing Strategy](#) (3)

[MKT 465: Projects in Sports Business](#) (3)

[MKT 484: Internship](#) or [MKT 493: Honors Thesis \(L\)](#) (3)

[MKT 494: Special Topics](#) (3)

Prerequisite courses may be needed in order to complete the requirements of this certificate.

## Enrollment requirements

Prerequisites: This program is available to W. P. Carey Bachelor of Science degree program students with a 2.50 cumulative ASU GPA and 56 earned credit hours. Students must have completed MKT 300, MKT 302 or MKT 303 with a grade of "C" (2.00 on a 4.00 scale) or better.

No more than six credit hours may be shared between the certificate and other degree programs, minors or other certificates.

A student pursuing an undergraduate certificate must be enrolled as a degree-seeking student at ASU. Undergraduate certificates are not awarded prior to the award of an undergraduate degree. A student already holding an undergraduate degree may pursue an undergraduate certificate as a nondegree-seeking graduate student.

## Career opportunities

Students who combine the certificate in sports business with their major program of study may become more marketable to employers.

Students who complete this undergraduate certificate often decide to pursue employment in marketing, sales or management. Advanced degrees or certifications may be required for academic or clinical positions.

## Contact information

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