

Sports and Entertainment Marketing Minor

Program Description

Whether one wants to work in the big leagues or promote a sports and entertainment venue, the Sports and Entertainment Marketing Minor provides understanding of the particular dynamics of this industry and its audiences. Sports marketing includes the administration, coordination, and evaluation of any type of event related to sport.



This program is a part of the Michael J. Coles College of Business.

Admission, Enrollment, and Graduation Policies

Admission Requirements

This program does not have specific admission requirements and only admission to Kennesaw State University is required. For more information, please visit the Admissions section of the Catalog.

Graduation Requirements

Each student is expected to meet the requirements outlined in Academic Policies: 5.0 PROGRAM REQUIREMENTS & GRADUATION.

Program Course Requirements

Required Courses (9 Credit Hours)

- MKTG 3100: Principles of Marketing
- MKTG 4870: Sports Marketing
- MKTG 4880: Hospitality and Tourism Marketing

Electives (6 Credit Hours)

Select from the following for a total of six credit hours:

- MKTG 3800: Entertainment Marketing
- MKTG 4300: Basic Retailing
- MKTG 4520: Social Media Marketing
- MKTG 4620: Services Marketing
- MKTG 4650: Advertising

Program Total (15 Credit Hours)

***Note:** Marketing Majors and Professional Sales Majors cannot use courses being counted toward a Sports Marketing Minor as Business Electives, because your Business Electives cannot have a MKTG prefix.