



MEDICINE HAT  
COLLEGE

Name: \_\_\_\_\_

ID#: \_\_\_\_\_

Date Created: \_\_\_\_\_

Date Revised: \_\_\_\_\_

Program Completion Date: \_\_\_\_\_

## **PROGRAM PLANNING GUIDE 2025-2026**

### **Sport and Event Marketing and Management Diploma**

The purpose of this program-planning guide is to help students track their progress within their chosen program. The information in this planning guide is accurate at the time of printing and is subject to change without notice. It is the students' responsibility to ensure the accuracy of their program and course choice. Students should use the program-planning guide dated the year in which they began the program. This guide should be used in conjunction with the official version of the Medicine Hat College Calendar, and calendars of appropriate transfer institutions, which are the final authorities regarding program requirements.

#### **Year One**

<b>Fall Semester</b>			<b>Winter Semester</b>		
<b>COURSE</b>	<b>TERM</b>	<b>GRADE</b>	<b>COURSE</b>	<b>TERM</b>	<b>GRADE</b>
<b>ACCT 200 SEM [3 credits]</b> Introduction to Accounting			<b>COMM 253 [3 credits]</b> Human Relations in the Workplace		
<b>COMM 140 SEM [3 credits]</b> Communication in the Workplace			<b>MGMT 267 SEM [3 credits]</b> Leadership Development <b>Prerequisite:</b> MGMT 161 or SEMM 263		
<b>MGMT 161 SEM [3 credits]</b> Management Theory			<b>SEMM 221 [3 credits]</b> Sport and Event Marketing <b>Prerequisite:</b> SEMM 171		
<b>SEMM 171 [3 credits]</b> Introduction to Marketing			<b>SEMM 271 [3 credits]</b> Digital Marketing <b>Prerequisite:</b> SEMM 171		
<b>SEMM 201 [3 credits]</b> Introduction to Sport & Event Management			<b>SEMM 325 [3 credits]</b> Evidence Based Event Marketing <b>Prerequisite:</b> SEMM 171		

#### **Year Two**

<b>Fall Semester</b>			<b>Winter Semester</b>		
<b>COURSE</b>	<b>TERM</b>	<b>GRADE</b>	<b>COURSE</b>	<b>TERM</b>	<b>GRADE</b>
<b>MGMT 263 SEM [3 credits]</b> Organizational Behaviour			<b>SEMM 311 [3 credits]</b> Global Marketing of Sports <b>Prerequisite:</b> MGMT 161 & SEMM 201		

<b>MGMT 395 SEM [3 credits]</b> Business Law			<b>SEMM 331 [3 credits]</b> E-Sport Management <b>Prerequisite:</b> SEMM 395 & SEMM 251		
<b>SEMM 241 [3 credits]</b> Event Content, Design and Application <b>Prerequisite:</b> SEMM 325			<b>SEMM 351 [3 credits]</b> Sport Event Media and Public Relations <b>Prerequisite:</b> SEMM 251		
<b>SEMM 251 [3 credits]</b> Sport and Event Sponsorship and Fundraising <b>Prerequisite:</b> SEMM 200 & COMM 140 & SEMM 325			<b>SEMM 355 [3 credits]</b> Brand Marketing <b>Prerequisite:</b> SEMM 171 or SEMM 315		
<b>SEMM 315 [3 credits]</b> Persuasion in Event Management <b>Prerequisite:</b> SEMM 171			<b>SEMM 371 [3 credits]</b> Sport Event Management Project <b>Prerequisite:</b> SEMM 251		

<b>Spring Semester (May – June)</b>		
<b>COURSE</b>	<b>TERM</b>	<b>GRADE</b>
<b>SEMM 391 [6 credits]</b> Sport and Event Marketing and Management <b>Work-Integrated Learning (practicum – 240 hours/8 weeks approximately)</b> <b>Prerequisite:</b> SEMM 351 & SEMM 371		

**PROGRAM PROGRESSION:**

Prerequisite grades must be C- or higher

**GRADUATION REQUIREMENTS:**

To successfully complete this program students must:

- attain a minimum cumulative GPA of 2.0
- achieve no grade lower than C-
- achieve a grade of CR in SEMM 391