



Name: _____

ID#: _____

Date Created: _____

Date Revised: _____

Program Completion Date: _____

PROGRAM PLANNING GUIDE 2026-2027
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

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

Year Two

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

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

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

PROGRAM PROGRESSION:

Prerequisite grades must be C- (56% - 59%) or higher

GRADUATION REQUIREMENTS:

To successfully complete this program students must:

- attain a minimum cumulative GPA of 2.0 (60% - 63%)
- achieve no grade lower than C-
- achieve a grade of CR in SEMM 391