Who should enroll in the Specialized Professional Program in Sports Marketing and Venue Management?

Anyone may enroll in either the classes or the certificate program. Courses are designed for individuals looking to acquire the essentials of sports marketing and venue management. It can benefit professionals looking for a career change or to systemize their knowledge, as well as individuals that want to explore the sports industry as a potential career.

What is unique about this program?

Once you complete the coursework in this program, you can choose to advance your knowledge and enroll in our Post-Graduate Diploma in Sports Management, which will further your reach in this field.

Do I need a degree to enroll in the program?

No, but the more education you have in a college environment, the better for your resume and overall experience. Students enrolling in the Post-Graduate Diploma in Sports Management require a minimum of a Bachelor’s degree.

When can I start the program?

You may begin at the start of any quarter. Classes are offered during fall, winter and spring quarters. Check with the program coordinator for additional offerings.

Are classes offered online or on campus? How many courses can I take per quarter?

Courses are only offered in-person at this time. You are welcome to take as many classes as you feel comfortable with, or as your schedule permits.

Do I need to pay for the program up front?

No, this is a “pay as you go” program; you pay for each course individually when you enroll.

Do you provide job placement?

No, however, you will have the opportunity to network with fellow students and instructors during the course of your studies, which can provide you with valuable employment leads.

Where can I find more information?

On our website, the Specialized Professional Program in Sports Marketing and Venue Management page offers information on what you can do, what you’ll learn, and other important pieces of information to help you make a decision. You’ll also see a list of required courses under the Course Schedule tab. Click on the title of each course for more details. If a course is not scheduled at this time, simply click on the Notify Me link and you will receive an email when the course is open for enrollment.

How can I reach a program expert?

Contact Tanya Meza, Program Assistant, at (951) 827-1723 or bet@ucx.ucr.edu.