

Certificate in Sport Leadership and Branding

Admission

Undergraduate students seeking to enroll in courses for a certificate program must be admitted to Wichita State University. Students may be in either degree or non-degree status. International students may enroll in certificate programs, but must maintain compliance with their visa requirements. Interested students should contact the coordinator of the certificate program (Mark Vermillion, PhD, mark.vermillion@wichita.edu).

Program Requirements

In order to successfully complete the undergraduate certificate in sport leadership and branding, students need to complete 15 credit hours from the list of required and elective courses. Students must attain a cumulative graduate grade point average of at least 2.000 for all courses comprising the certificate program and no grades below C.

Course	Title	Hours
Required Courses		
LEAD 310	Principles of Leadership	3
SMGT 450D	Seminar in Personal Branding	3
SMGT 750O	Sport and Entertainment Agencies	3
Elective Courses		
Select 6 credit hours from the following		6
SMGT 300	Information and Communication Technology in Sport	
SMGT 466	Sport Marketing and Promotion	
SMGT 511	Selling in the Sport Industry	
Total Credit Hours		15