

SPORTS MARKETING AND REVENUE GENERATION, UCRT

Requirements for Students Matriculating in or before Academic Year 2025-2026. Learn more about University Academic Regulation 3.1 (<http://catalog.okstate.edu/university-academic-regulations/#matriculation>).

Total Hours: 18

Code	Title	Hours
Course Requirements		
MKTG 3213	Marketing (S)	3
MKTG 3713	Sports Marketing	3
MKTG 4713	Advanced Sports Marketing	3
MKTG 4813	Sports Sales and Revenue Generation	3
Choose 6 hours from the following:		6
MKTG 4123	Influencer Marketing	
MKTG 4623	Marketing Design Essentials	
MKTG 4993	Digital Marketing	
HTM 3123	Event Planning and Production	
Total Hours		18

Other Requirements

- A minimum of 50 percent of the business hours required for the certificate must be OSU delivered in residence or OSU online courses.