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**Champlain**  
COLLEGES SAINT-LAMBERT



# Sport Marketing & Management Option in Administration & Management

## About the Program:

The Sport Marketing & Management option of the Administration & Management program is a three-year program designed to prepare students for careers in a wide range of sport-related enterprises. It is designed for the student who enjoys having responsibility, taking initiative, dealing with the public and being part of a team.

This technical program has a practical approach to learning using simulations, case studies, and assorted software applications. Students will have the opportunity to complete fieldwork or to develop a project through an independent study in sport. Sport Marketing & Management will give the knowledge and skills needed to succeed in business and can lead to a career that is both challenging and rewarding.

## The Possibilities:

The aim of the program is to prepare students for management or marketing positions in: sports marketing companies, sports and communication firms, amateur athletic organizations, corporate fitness and wellness programs and professional sports teams/leagues.

Business Management Program (410.D0)

**Application Deadline:** March 1 for the Fall Semester

**Minimum Admission Requirements:** Quebec Secondary School Diploma or a level of education that is deemed equivalent by the College. Even if applicants meet the requirement of the Règlement sur le régime des études collégiale, they may be refused admission due to lack of space.

**Prerequisites:** Sec IV Cultural, Social and Technical Math 4 (563414 or 063414)  
Placement at the French 100 level (or higher) required