



Department of Marketing
Certificate in
HEALTH & FITNESS
MARKETING

Office Use Only
Approved by: _____
Date: _____

This certificate is open to ALL majors.

Application for Admission

**Submit your application as early as possible (prior to taking the courses if possible)
to make course scheduling more convenient.**

Please email the completed form to MarCerts@fiu.edu or return it to the Department of Marketing (RB 310).

For information regarding courses, preferred course sequences, and benefits of earning the certificate, please visit MarketingCertificates.fiu.edu or contact Professor Wendy Guess at wguess@fiu.edu or 305-348-2571.

APPLICANT INFORMATION (Please print neatly.)

Last Name: _____ First Name: _____ Middle Initial: _____

Panther ID #: _____ FIU Email: _____

Phone: (_____) _____ Non- FIU Email: _____

Mailing Address: _____

City: _____ State: _____ Country: _____ Zip code: _____

Expected Graduation Date: Semester _____ Year _____

Major(s): _____ Minor(s): _____

CERTIFICATE COURSE REQUIREMENTS (Students must take the 6 courses and must earn a C or higher in each of the 6 courses. In addition to this application, a [Change of Program form](#) must be submitted to the OneStop office prior to earning 90 credits.)

Required Courses (4)

- MAR 3023 Introduction to Marketing (Fall, Spring, Summer)
- MAR 4711 Sports Marketing and Sponsorship (Fall, Spring)
- MAR 4712 Health and Fitness Marketing (Fall, Spring)
- MAR 4503 Consumer Behavior (Fall, Spring, Summer)

Elective Courses (2)

Choose two (2) of the following:

- MAR 4025 Marketing of Small Business Enterprises (Fall, Spring)
- MAR 4400 Personal Selling (Fall, Spring, Summer)
- MAR 4233 Social Media Marketing (Fall, Spring, Summer)
- MAR 4323 Integrated Marketing Communications (Fall, Spring)
- MAR 4941 Health and/or Fitness Marketing Internship (Fall, Spring, Summer)