



University of Windsor

Business Leadership  
& Promotion

thrive.

# Agenda.

- **Introduction**
- **Careers in Business Leadership & Promotion**
- **Odette School of Business**
- **Faculty of Human Kinetics**
- **Next Steps**



An aerial photograph of a university campus. The image shows several brick buildings, green trees, and a paved walkway. A large, semi-transparent blue octagonal shape is overlaid in the center of the image. Inside this shape, the text "Careers in Business Leadership & Promotion" is written in a bold, yellow, serif font. The background of the octagon is a faint, lighter blue version of the same aerial view.

# Careers in Business Leadership & Promotion



# Careers - Promotion

- **Digital/Content Marketing**
- **Sports Marketing**
- **Product/Brand Marketing**
- **Event Marketing**
- **Marketing Strategy**
- **Marketing Analysis**



# Careers – Business Leadership

- **HR Manager**
- **Consultant**
- **Entrepreneur**
- **Directors/CEOs**



# Meet Agata – UWindsor Alum

- Business graduate
- Entrepreneur
- Built brand, price points, and marketing strategies



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# Odette School of Business



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**Odette School  
of Business**

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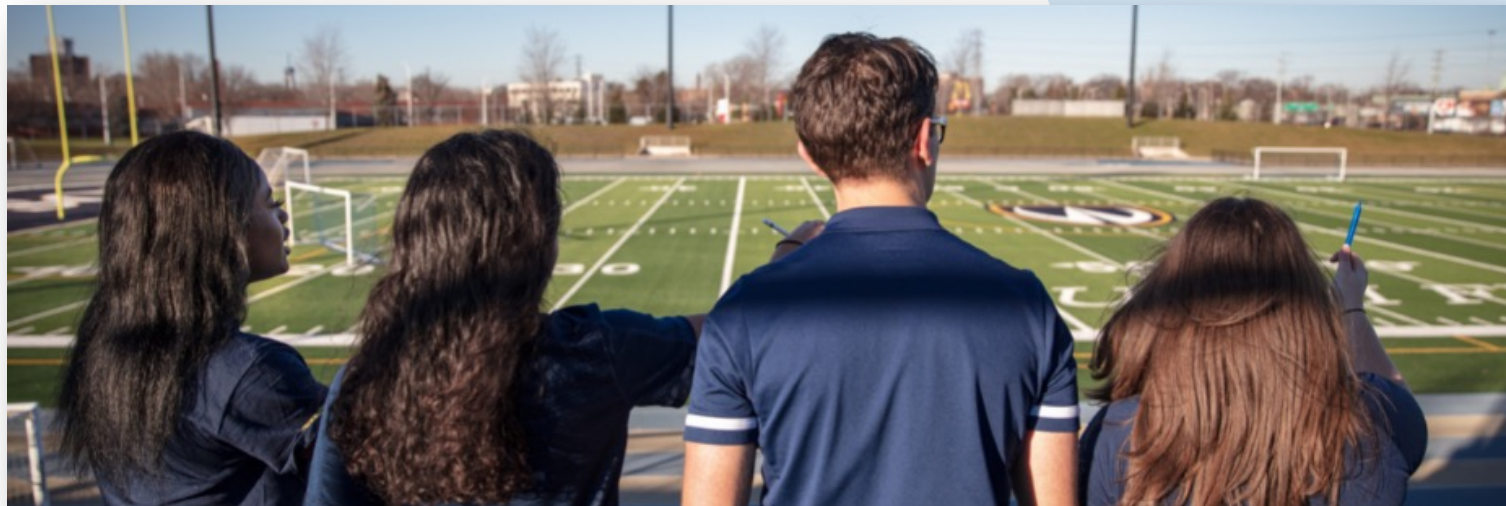
An aerial photograph of a university campus. The image is dominated by a large, semi-transparent blue octagonal shape in the center. Inside this shape, the text 'Faculty of Human Kinetics' is written in a bold, yellow, serif font. The background shows various university buildings, including a large brick building with arched windows on the left and a modern building with a glass facade on the right. There are also green trees and a paved walkway with a bench and a person pushing a stroller.

# Faculty of Human Kinetics



# What programs are in the Faculty of Human Kinetics?

- Movement Science – Kinesiology
- **Sport Management & Leadership**



# What high school courses should I take?

- **Course Requirements:**
  - One Grade 12 Math course
  - Grade 12 English/ENG4U ( $\geq 70\%$ )



# Why pursue a degree in Sport Management & Leadership?

- Sport is BIG business
- Sport is a social institution with universal appeal
- "Those who cannot remember the past are condemned to repeat it"  
*(Santayana, 1905)*
- **Sport needs more leaders!**

