

Sports and Entertainment Marketing

This is a specialized course for students with a career interest in the sports or entertainment industries. In addition to learning basic marketing concepts, the course provides students with the knowledge and skills unique to employment in the fields of sports and entertainment marketing in such areas as sponsorship, endorsements, event planning and promotion. Students develop and implement a school-related marketing activity. Students also obtain information regarding career opportunities in the sports and entertainment industries.

High School Credits: 1

School Level: High School

Grade: 10, 11, 12

Program: CTE: Marketing