

Sports and Entertainment Management

Students will build on prior knowledge of sports, entertainment, and recreation marketing. This course focuses on the principles of management and planning supported by research, financial, economic, ethical, and legal concepts. Students will be able to plan and execute an event, established a sports, entertainment, or recreation marketing products/business, and develop a career plan. Academic skills (mathematics, science, English, and history/social science) related to the content are a part of this course. Computer/technology applications supporting the course are studied.

High School Credits: 1

School Level: High School

Grade: 11, 12

Prerequisites:

Sports and Entertainment Marketing

Program: CTE: Marketing