



ENGAGE • EMPOWER • ENRICH

Department of Teaching and Learning
Career and Technical Education
Course Information

Sports and Entertainment Marketing
Course Credit: 1.0
Course Codes: 821100 / 821160 / 821V00
Grades: 10 - 12

Counselors are available to assist parents and students with course selections. Families may arrange to meet with counselors by contacting the school's counseling department.

COURSE DESCRIPTION

This course helps students develop a thorough understanding of fundamental marketing concepts and theories as they relate to the sports and entertainment industries. Students will investigate the components of customer service, branding, product development, pricing and distribution, business structures, sales processes, digital media, sponsorships and endorsements, as well as promotion needed for sports and entertainment events. The course explores career options and develops workplace readiness skills

This course counts as an elective credit.

COURSE COMPETENCIES

[Course competencies can be found in the Curriculum Guides section.](#)

PREREQUISITE

[Introduction to Business and Marketing](#) OR
AET Entrepreneurship II DE

WORK-BASED LEARNING EXPERIENCE

[Service Learning](#)



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CREDENTIAL

Students are eligible to sit for the following credential:

[Recreation, Amusements, and Attractions Assessment](#)

CAREER AND TECHNICAL STUDENT ORGANIZATION (CTSO)

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.

BENEFITS OF CAREER AND TECHNICAL STUDENT ORGANIZATIONS INCLUDE:

- Provides a hand-on approach to learning
- Refines career objectives through realistic experiences
- Promotes awareness of new career opportunities
- Develops skills and responsibilities for being a role model and mentor
- Cultivates social development and awareness
- Develops a sense of community and volunteerism
- Develops an appreciation and understanding for cultural diversity
- Improves communication and decision-making skills
- Provides for personal development
- Develops interpersonal and leadership skills
- Develops responsibility and self-confidence
- Provides opportunities for recognition

LAB FEE

There is no lab fee for this course.

OPTIONS FOR NEXT COURSE

- [Marketing Co-Op](#) OR
- [Marketing Non-Co-Op](#)