



Sports & Entertainment Marketing Career Pathway (SEMK)

Recommended Pathway Entry	Prerequisite	Concentrator
MM51 Marketing	MH31 Sports & Entertainment Marketing I	MH32 Sports & Entertainment Marketing II (Honors)

Marketing Grades 9-12

Course Description

In this course, students develop an understanding of the processes involved from the creation to the consumption of products/services. Students develop an understanding and skills in the areas of distribution, marketing information management, market planning, pricing, product/service management, promotion, and selling. Students develop an understanding of marketing functions applications and impact on business operations. Mathematics and social studies are reinforced.

Sport & Entertainment Marketing I Grades 9-12

Course Description

In this course, students are introduced to the industry of sports, entertainment, and event marketing. Students acquire transferable knowledge and skills among related industries for planning sports, entertainment, and event marketing. Topics included are branding, licensing, and naming rights, business foundations, concessions and on-site merchandising, economic foundations, human relations, and safety and security. Mathematics and social studies are reinforced.

Sport & Entertainment Marketing II (Honors) Grades 10-12

Course Description

In this honors course, students acquire an understanding of selling, promotion, and market planning of sports, entertainment, and event marketing. Emphasis is on business management, career development, client relations, contracts, ethics, event management, facilities management, legal issues, and sponsorships. English/language arts, Mathematics and social studies are reinforced.