

# PROGRAM OF STUDY: Sports & Entertainment Marketing



This Program of Study may serve as a graduation guide for the next four plus years, along with other career planning and educational materials. Courses listed in this model may include recommended coursework and should be individualized to students' educational and career goals. Each graduation plan needs to meet minimum high school graduation requirements. Dual Enrollment courses can be high school academic and/or career technical education courses.

	SECONDARY:					POSTSECONDARY:		
COURSE/ GRADE	NINTH	TENTH	ELEVENTH	TWELFTH		TCC	DIPLOMA OR AAS	BACHELOR OF SCIENCE
ENGLISH	9 <sup>th</sup> grade Lit/ Composition	10 <sup>th</sup> grade Lit/ Composition	American Lit/ Composition	World Lit/ Composition / British Lit	Entrance/Exit Point	RM21 Sports Management Certificate	Entrance/Exit Point	Entrance/Exit Point
MATHEMATICS	Coordinate Algebra / Algebra I	Analytic Geometry / Geometry	Advanced Algebra / Algebra II	Pre-calculus				
SCIENCE	Physical Science	Biology	Chemistry	Physics				
SOCIAL STUDIES	World History	Psychology	US History	Government (½ unit) Economics (½ unit)				
PATHWAY COMPLETER	<b>Marketing Principles</b>	<b>Introduction to Sports &amp; Entertainment Marketing</b>	<b>Advanced Sports &amp; Entertainment Marketing</b>	Another course in focus area, Work-Based Learning, or Youth Apprenticeship				
Industry Recognized Credential (Pathway Completer)		<a href="#">Visit the End of Pathway Assessment Page</a> (see note below)						
Required/ Selective Electives	Health & Personal Fitness (can be taken in grades 9-12)	Financial Literacy	Introduction to Business and Technology	Entrepreneurship				
	<b>Modern Language/Latin</b> 2 units required for admissions to Georgia University System Colleges/Universities For a listing of Modern Language/Latin courses offered at your high school, please contact your advisor, counselor, or curriculum handbook.		<b>Other Electives</b> For a listing of other elective courses offered at your high school, please check with your advisor, counselor, or curriculum handbook.					
					Find the campus for the TCC options	Find the campus for the Diploma, Degree options	The University System of Georgia offers students' higher education options at 30 institutions throughout the state, providing a wide range of academic programming including certificates and associate, baccalaureate, masters, doctoral and professional degrees. <a href="https://apps.ds.usg.edu/ords/?p=118:1:0">https://apps.ds.usg.edu/ords/?p=118:1:0</a>	

**NOTE:** Students have many options to ENTER and EXIT from their academic studies into the workforce. When a student graduates from high school, they are eligible to choose one of many ENTRANCE POINT options: 1. Enroll in either a 2 or 4 year post-secondary program; 2. Enroll in an apprenticeship program or the military; or 3. Enter the workforce using technical skills learned in high school. When a student finishes a 2- or 4-year degree program, they may choose to EXIT and 1. Enroll in an apprenticeship program or the military; 2. Enroll in a professional university degree program; or 3. Enter the workforce using technical skills learned.

**Sports & Entertainment Marketing Career Pathway Completers - Industry Credentialing for High School Students**  
Upon completion of sequenced courses in the Sports & Entertainment Marketing Pathway, students are eligible to complete the Industry-Recognized student credential for fulfillment of the End of Pathway Assessment. Secondary students completing the Sports & Entertainment Marketing pathway will be able to sit for the National Industry Credentialed assessment offered on-line from ASK, MBA Research, and OKCareerTech. Once mastery is reached, students will receive recognition for completion and use this credential in conjunction with their job or continuing training. For specific assessment information, refer to: <http://bit.ly/GAHospitality>.

## Sample In Demand Careers in Georgia

Occupation Specialties	Level of Education Needed	Georgia Average Salary	Annual Average Openings in Georgia	2014 – 2024 Employment Outlook
Sports Marketing Managers	Bachelor's Degree	\$135,905	849	In Demand, High Skill, High Wage
Meeting, Convention & Event Planners	Bachelor's Degree	\$48,989	57	In Demand, High Skill
Set and Exhibit Designers	Bachelor's Degree	\$56,388	25	In Demand, High Skill
Sports Advertising Sales Agent	Bachelor's Degree	\$57,065	687	In Demand, High Skill

[Data link here.](#)

Go to [GAfutures at www.gafutures.org](http://www.gafutures.org) for more information about your education and career planning, including valuable financial information (grants and scholarships including HOPE Program, grants and loans, FAFSA, and CSS forms).

<b>Career Enhancement Opportunities</b>	<b>Career-Related Education Activities</b> <ul style="list-style-type: none"> <li>Career Awareness</li> <li>Career Exploration</li> <li>Instructional Related</li> <li>Connecting                             <ul style="list-style-type: none"> <li>Work-Based Learning</li> <li>Employability Skill Dev.</li> <li>Cooperative Education</li> <li>Internship</li> <li>Youth Apprenticeship</li> <li>Clinicals</li> </ul> </li> </ul>	<b>Postsecondary Options:</b> <ul style="list-style-type: none"> <li>4-Year Universities/Colleges</li> <li>2-Year Colleges</li> <li>Technical Colleges</li> <li>State Registered Apprenticeships</li> <li>Special Purpose Schools</li> <li>On-the-Job Training</li> <li>Military</li> </ul>	<b>Earning Postsecondary Credits While in High School</b> <ul style="list-style-type: none"> <li>Dual Enrollment Program</li> <li>Earn postsecondary credit while in high school</li> <li>You can complete                             <ul style="list-style-type: none"> <li>Industry Credential</li> <li>Technical Certificate of Credit (TCC)</li> <li>Associates of Applied Science Degree</li> <li>Bachelor's Degree</li> </ul> </li> <li>Who can help?                             <ul style="list-style-type: none"> <li>Parents</li> <li>School Counselor</li> <li>Advisor</li> </ul> </li> </ul>
	<b>Postsecondary Transition</b> <ul style="list-style-type: none"> <li>University System of Georgia Institutions: Admissions Testing                             <ul style="list-style-type: none"> <li>ACT or SAT</li> <li>For More Information:                                     <ul style="list-style-type: none"> <li>Contact the institution of your choice OR</li> </ul> </li> </ul> </li> <li>Technical College System of Georgia                             <ul style="list-style-type: none"> <li>Placement Exam</li> </ul> </li> <li>United States Military                             <ul style="list-style-type: none"> <li>ASVAB Assessment</li> </ul> </li> <li>Use BRIDGE Law platform to inform decisions on postsecondary opportunities</li> <li>Dual Enrollment                             <ul style="list-style-type: none"> <li>Earning high school course credits while taking college courses</li> </ul> </li> </ul>		
<b>Related Pathway Occupations</b>		<b>Other Related Occupations</b>	
<ul style="list-style-type: none"> <li>Team Sports Bloggers</li> <li>Publicity Assistants</li> <li>Sports Agents</li> <li>Fan Communications Directors</li> <li>Brand Partnerships Coordinators</li> <li>Media Communication &amp; Social Network Associates</li> </ul>		<ul style="list-style-type: none"> <li>Artist Managers</li> <li>Gaming Managers</li> <li>Marketing Campaign Coordinators</li> <li>Music Marketers &amp; Promoters</li> <li>Sports Officials</li> </ul>	
*ONET Online			

## Sports & Entertainment Marketing Pathway Description

The sports and entertainment industry has grown because of rising incomes and increased leisure time. Perhaps most notable on the entertainment side of the industry is the Georgia Film and TV Production sector. Film and TV production professionals know that Georgia is Camera Ready due to tax incentives, location diversity, production resources and professional support. In 2014 alone, television networks, Hollywood studios, production companies and independent producers invested nearly \$3.1 billion in Georgia.

Jobs offered by this industry can be categorized into two groups: (a) live performances or events and (b) entertainment activities. Live performances and events include professional and amateur sports, gambling or gaming establishments, physical fitness, rentals of sporting goods, and musical and theatrical productions. The entertainment activities include theme parks, movies, arcades, and casinos.

Entry level jobs in the sports and entertainment industry are more likely to be part-time than those in other industries and staffed by workers younger than the average. High level employment in the industry includes marketing, brand development, business management, event coordination, talent management, and public outreach.

These positions usually require a bachelor's degree. Agents and business managers of artists, performers, and athletes promote their clients to prospective employers and manage contract negotiations and other business concerns. Public relations specialists promote the sports and entertainment industry by creating favorable publicity material and utilizing various communications media to market an event, promotion, or activity. Market research analysts conduct studies to determine market conditions and potential sales of an entertainment or sports product, event, or service.