

# 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: Sports & Entertainment Marketing					Postsecondary			
Course/Grade	Ninth	Tenth	Eleventh	Twelfth	TCC	Diploma or AAS Degree	Bachelor of Science	
<b>English</b>	9 <sup>th</sup> grade Lit/ Composition	10 <sup>th</sup> grade Lit/ Composition	American Lit/ Composition	World Lit/Composition / British Lit	<b>Entrance or Exit Point</b>	<b>RM21 Sports Management</b>  -COMP 1000 Intro to Computer Literacy  - MKTG 1160 Professional Selling  - MKTG 1280 Intro to Sports & Rec. Mgmt  - MKTG 2180 Principles of Sports Marketing  - MKTG 2080 Regulations and Compliance in Sports  - MKTG 2280 Sports Management	<b>Entrance or Exit Point</b>	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.usg.edu/orals/f?p=118:1:0:::">https://apps.usg.edu/orals/f?p=118:1:0:::~</a>
<b>Mathematics</b>	Coordinate Algebra / Algebra I	Analytic Geometry / Geometry	Advanced Algebra / Algebra II	Pre-calculus				
<b>Science</b>	Physical Science	Biology	Chemistry	Physics				
<b>Social Studies</b>	Psychology	World History	US History	Government (½ unit) Economics (½ unit)				
<b>Pathway Completer</b>	<b>Marketing Principles</b>	<b>Introduction to Sports &amp; Entertainment Marketing</b>	<b>Advanced Sports &amp; Entertainment Marketing</b>	Work-Based Learning, Youth Apprenticeship, or Capstone Project				
<b>Industry Recognized Credential (Pathway Completer)</b>		<a href="#">Visit the End of Pathway Assessment Page</a> (see note below)						
<b>Required/ Selective Electives</b>	Health & Personal Fitness (can be taken in grades 9-12)	Fine Arts course	Intro 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.					

**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 - Industry Credentialing for High School Students**  
 Upon completion of sequenced courses in the Sports & Entertainment Marketing Career 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 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 High 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	91	High Demand, High Skill
Meeting, Convention & Event Planners	Bachelor's Degree	\$48,989	57	High Demand, High Skill
Set and Exhibit Designers	Bachelor's Degree	\$56,388	25	High Skill

GDOL Labor Market Explorer

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> <input type="checkbox"/> Career Awareness <input type="checkbox"/> Career Exploration <input type="checkbox"/> Instructional Related <input type="checkbox"/> Connecting <input type="checkbox"/> Work-Based Learning <ul style="list-style-type: none"> <li>• Employability Skill Dev.</li> <li>• Cooperative Education</li> <li>• Internship</li> <li>• Youth Apprenticeship</li> <li>• Clinicals</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> A vital way to get ahead and realize you can pass college courses is by earning postsecondary credits as a high school student. Georgia offers a dual credit program titled Dual Enrollment. You need to talk with your parents, school counselor, or advisor about the proper courses to take each year in high school and dual credit. Students completing the course work in this Plan, will have earned/completed an Industry Credential, Technical Certificate of Credit (TCC), Associates of Applied Science Degree, and/or Bachelor's Degree.
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### Postsecondary Transition

- Students who will continue their education in a Program of Study at one of the University System of Georgia institutions should prepare to take the ACT or SAT for admissions. Tests for admissions may vary from institution to institution. Contact the selected institution for specific testing information. Additional admissions information can be found at Staying On Course. ([www.usg.edu/assets/student\\_affairs/documents/Staying\\_on\\_Course.pdf](http://www.usg.edu/assets/student_affairs/documents/Staying_on_Course.pdf))
- Students who will continue their education in a Program of Study at one of the Technical College System of Georgia institutions should prepare to complete a placement exam.
- Students who will continue their education and training in the US Military should take the ASVAB assessment.
- Students should utilize electronic college and career databases to select the most appropriate postsecondary opportunities to match their selected career field, including registered apprenticeships.
- Georgia's dual-credit programs have been combined into one program entitled Dual Enrollment, in which high school students may earn their high school course credits while taking college courses.

Related Pathway Occupations	Other Related Occupations
<ul style="list-style-type: none"> <li>• Team Sports Bloggers</li> <li>• Fan Communications Directors</li> <li>• Brand Partnerships Coordinators</li> <li>• Media Communication &amp; Social Network Associates</li> <li>• Publicity Assistants</li> <li>• Sports Agents</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> <p style="text-align: right;">*ONET Online</p>

## Sports & Entertainment Marketing Pathway Description

The sports and entertainment industry has grown as a result 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 2012 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.