



HOSPITALITY AND TOURISM

# SPORTS AND ENTERTAINMENT MARKETING PATHWAY

Entertainment is related to film and TV, music, gaming, digital media and sports marketing are huge in Georgia. In addition to basic knowledge and skills in management and entrepreneurship, students in this Pathway will apply their knowledge and skills to this industry in order to master the industry's terminology, market arenas and venues, obtain sponsorships, maintain solid media relations, coordinate and manage campaigns and events, etc. This pathway culminates with an opportunity for students to take the MBA Research "A\*S\*K Marketing Concepts" end of pathway assessment or the NOCTI "Marketing Education Manager Trainee" end of pathway assessment.

**PATHWAY COURSES**

- Marketing Principles
- Introduction to Sports and Entertainment Marketing
- Advanced Sports and Entertainment Marketing

**RECOMMENDED COURSES**

- Advanced Marketing
- Any Business and Computer Science Course
- Entrepreneurship
- Work-Based Learning

**POST-SECONDARY DEGREES, DIPLOMAS, AND CERTIFICATES**

**TECHNICAL COLLEGES**

- Business Administration
- Business Management
- Executive Coaching
- Expert Sales Management
- Project Management

**COLLEGES/UNIVERSITIES**

- Accounting
- Advertising
- Business Economics
- Communication
- Hospitality Administration
- Management
- Marketing
- Professional Sales
- Sport Management
- Travel/Tourism

**CAREER AND TECHNICAL STUDENT ORGANIZATIONS**



**TOP CAREER CHOICES**

**Marketing Manager**

Bachelor Degree needed  
\$94,307 annual salary  
310 annual average openings in Georgia

**Marketing Research Analyst**

Bachelor Degree needed  
\$61,464 annual salary  
210 annual average openings in Georgia

**Public Relations Specialist**

Bachelor Degree needed  
\$48,672 annual salary  
120 annual average openings in Georgia

**Recreation Worker**

Short-Term On-the-Job-Training needed  
\$21,570 annual salary  
260 annual average openings in Georgia

**ADDITIONAL CAREER CHOICES**

- Advertising Account Executive
- Brand Manager
- Communications Specialist
- Customer Service Representative
- Demonstrator and Product Promoter
- Entertainment Marketer
- Fashion Retailer
- Market Research Analyst
- Marketing Specialist
- Media Buyer
- Product Development Management
- Public Relations Specialist
- Purchaser
- Retail Buyer and Salesperson
- Sales Representative
- Sign Maker
- Sports Marketer
- Website Designer
- Web Developer
- Webmaster



Forsyth County Schools  
**CAREER EXPLORATION**  
*& Pathway Discovery*  
CTAE Career Pathways / Fine Arts Pathways



Source: GADOE Plans of Study

<http://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Pages/Georgia-Career-Pathways-New-Rule.aspx>

- Alliance Academy for Innovation
- Denmark High School
- East Forsyth High School
- Forsyth Central High School
- Forsyth Virtual Academy
- Lambert High School
- North Forsyth High School
- South Forsyth High School
- West Forsyth High School