

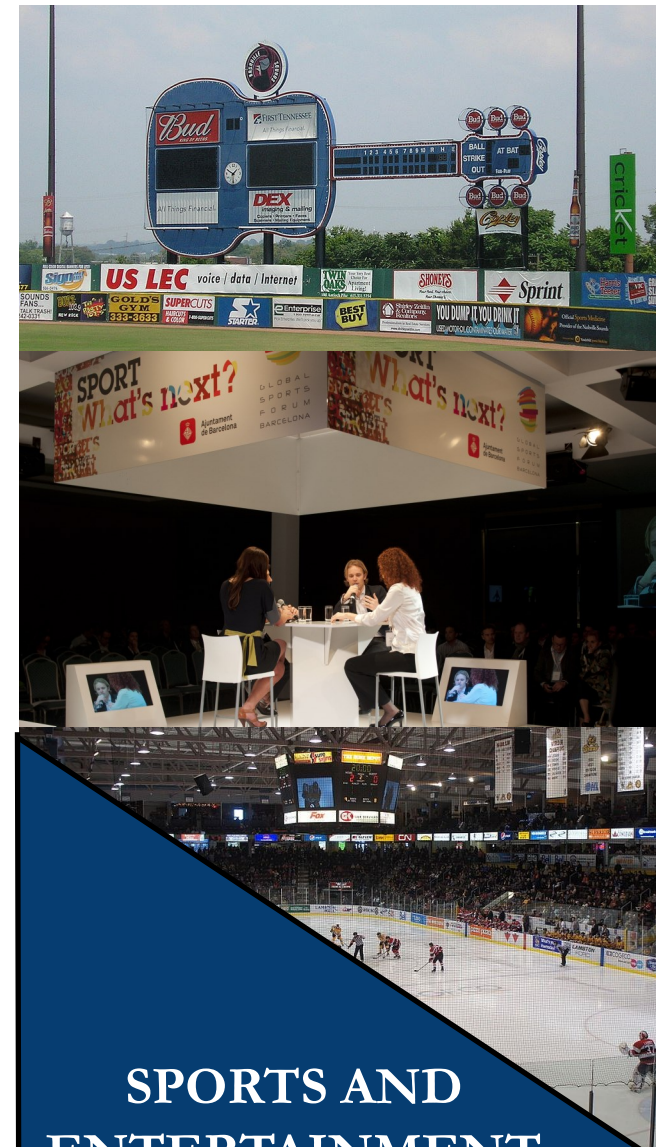
Have an interest in Sports and Entertainment? Do you like Marketing?

- This pathway will give you an idea about what employment is like in fields relating to marketing in sports and entertainment, branding, advertising, and entrepreneurship.
- This pathway focuses on the marketing of sports and entertainment events and venues. The sports and entertainment industry can be separated into different marketing segments, such as the marketing of sports; the marketing of products and services through sports, the marketing of entertainment and recreational experiences.



Distributive Education Clubs of America (DECA) enhances the preparation for college and careers by providing co-curricular programs that integrate into classroom instruction, applying learning in the context of business, connecting to business and the community and promoting competition.

DECA is the Career Technical Student Organization (CTSO) for this pathway. Students will have opportunities to compete with other schools in the state and nationally. This CTSO also serves as a networking platform for students and offers scholarships for college.



SPORTS AND ENTERTAINMENT PATHWAY

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Principles of Marketing Course 1

Principles of Marketing teaches students all the ways fulfills consumer and business needs and wants for products and services. Students obtain basic knowledge of marketing, employability skills, explore major segments of the sport and event industry and the social and economic impact the industry has on the local and global economy .

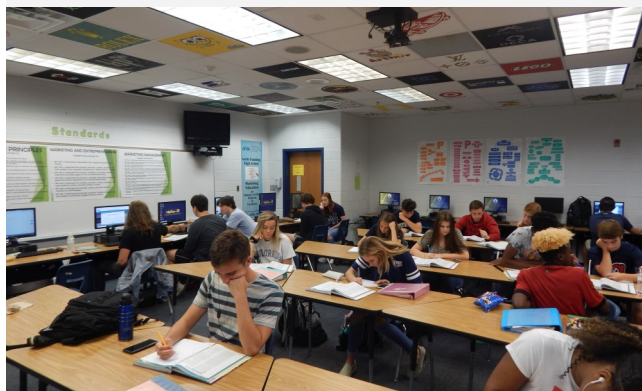
Students will engage in hands-on learning through presentations and marketing documents.



Introduction to Sports and Entertainment Marketing Course 2

Introduction to Sports and Entertainment Marketing teaches students about history and foundation of sports and entertainment marketing, current trends as well as forecast future trends.

This course introduces the student to the major segments of the Sports and Entertainment Industry and the social and economic impact it has on the local, state, national, and global economies.



Advanced Sports and Entertainment Marketing Course 3

This course provides students opportunities to develop managerial and analytical skills and deepen their knowledge in sports/entertainment marketing. Project-based instruction, together with a variety of work-based learning activities, provide real-world application.

Work-Based Learning opportunity is also available through the Pack Shack.

