

Sports & Entertainment Marketing



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Learn what it takes to have a career in the field of sports and entertainment marketing. Through focused instruction on the concepts and strategies of the sports and entertainment world, students discover the elements of professional, college and amateur sports as it relates to sports products. Students will plan and utilize market research; develop promotion and marketing materials for sports and entertainment events; and improve leadership skills through co-curricular participation in the Career and Technical Student Organization, DECA*. DECA is an integral component to this program and provides additional focus on developing written and oral presentation that will build self-confidence for college and career success. To learn more about DECA, visit www.deca.org. To learn more about Tri-Valley ROP classes, visit our website at www.tvrop.org

Students can earn. . .

- 10 high school credit
- 7 transferable college credits available
- UC a-g "g" approval (College-Preparatory Elective)

Enroll Now!

Visit your career center today!

www.tvrop.org

