

# Sports & Entertainment Marketing



**YOUR  
BRAND  
HERE**



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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 marketing concepts and strategies, students explore the professional, college and amateur sports world, as well as a vast variety of entertainment events and how this lucrative industry reaches their target audience. 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. Students will also receive training in constructing resumes, employment applications, cover letters and references, in addition to interviewing skills and will complete a career portfolio to prepare for entry into the job market with a competitive edge. To learn more about DECA, visit [www.deca.org](http://www.deca.org). To learn more about this course see our course catalog or visit our website at [www.tvrop.org](http://www.tvrop.org)

Students can earn. . .

- 10 high school credits
- Transferable college credits
- UC a-g "g" approval (College-Preparatory Elective)
- Industry-recognized social media certification

**Enroll Now!**

**Visit your career center today!**

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