

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

- 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

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



Source: GADOE Plans of Study

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