

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

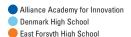
# COLLEGES/UNIVERSITIES

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

# **CAREER AND TECHNICAL STUDENT ORGANIZATIONS**









North Forsyth High School
South Forsyth High School
West Forsyth High School

2022-2023 FCS Career and Technical Education

**HOSPITALITY AND TOURISM** 

# SPORTS AND ENTERTAINMENT MARKETING PATHWAY

#### **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 Buver

**Product Development Management** 

**Public Relations Specialist** 

Purchaser

Retail Buyer and Salesperson

Sales Representative

Sign Maker

Sports Marketer

Website Designer

Web Developer

Webmaster





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