

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 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 presentations 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 interview 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. To learn more about this course see our course catalog or visit our website at www.tvrop.org

Students can earn...

- 10 High School Credits
- 3 potential college credits
- UC a-g "g" approval (College-Preparatory Elective)

Enroll Now!

Visit your career center today!

www.tvrop.org

