



DAVIS SCHOOL DISTRICT

www.davis.k12.ut.us

CAREER AND TECHNICAL EDUCATION

STRANDS

Product / Service Management

Business Plans

Event Triangle

Return on Investment

Sponsorships

Market Segmentation

Promotional Strategies

Home Entertainment

Generating Revenue

Marketing Plans



Learning that works
for Utah

SPORTS & ENTERTAINMENT MARKETING

ABOUT

An introductory course that will help students gain an understanding of marketing concepts as they apply to the sports and entertainment industry. The areas this course will cover include: core marketing standards, market segmentation, target marketing, the sports and entertainment promotion and marketing plans.



JOB OUTLOOK

Employment is projected to grow 10% from 2016 to 2026



REQUIREMENTS

Semester course for Sophomores, Juniors, or Seniors



LOCATIONS

All high school students have access to take Sports & Entertainment Marketing



Talk to your high school
CTE Coordinator



CTE Business/ Marketing Specialist
Annette Godfrey - agodfrey@dsdmail.net