

**Elizabethtown Area School District  
Scope & Sequence - Quick Reference**

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**Department:** Business, Computer and Information Technology

**Course:** Business Management and Marketing II

**Grade Level(s):** 10-12

**Course Description:** The Business Management and Marketing II course benefits students who are interested in sports management or marketing careers by creating opportunities for students to apply their knowledge of marketing in real life applications. The course would use the Sports Career Consulting's "Sports business program" curriculum as a guide to build on concepts learned in the sports management I class. It provides students with "real world" experience by simulating the same basic business models used by collegiate athletic departments, professional sports teams and event management companies while providing a valuable sports and entertainment business education.