

**CTE CAREER CLUSTER**  
**HOSPITALITY & TOURISM**

**CTE CAREER PATHWAY**

**SPORTS & ENTERTAINMENT MARKETING (SEMK)**

CTE COURSE 1	CTE COURSE 2	CTE COURSE 3	CTE CAREER PATHWAY MAJOR
BF10 Principles of Business and Finance <i>(GCS Pathway Course)</i> <i>CTE State Exam</i>	MH31 Sports & Entertainment Marketing I <i>CTE State Exam</i>	<b>MH32 Sports &amp; Entertainment Marketing II*</b> <i>CTE State Exam</i>	<u><b>Work-Based Learning (WBL):</b></u> CTE Apprenticeship, Cooperative Education (Co-op), Clinical or CTE Internship
<b>CREDENTIALS</b>			
		Δ Customer Service & Sales Certification Δ National Career Readiness Certificate (WorkKeys)	
<b>CAREER CODE FOR USE ON NCCAREERS.ORG</b>	<b>CTE CAREERS EXISTING TODAY &amp; TOMORROW</b>		
Public Relations and Fundraising Managers (11-2031) Public Relations Specialists (27-3031)	International Marketing Manager, Communications & Events Specialist, Super Athlete Designer, Global Entertainment Strategist		
<b>CTE STUDENT ORGANIZATIONS (CTSOs)</b>			
An Association for Marketing Education Students (DECA) Future Business Leaders of America (FBLA)			