



SPORTS & ENTERTAINMENT MARKETING PATHWAY



PATHWAY OVERVIEW

The Sports & Entertainment Marketing pathway helps students build knowledge and hands-on skills in marketing strategy, customer engagement, branding, and sales

Through Marketing Principles, Sports & Entertainment Marketing, and Advanced Sports & Entertainment Marketing, students prepare for postsecondary education, industry credentials, and work-based learning experiences connected to the field



CAREER CLUSTER

Marketing & Sales

COURSE SEQUENCE + WORK-BASED LEARNING

1

Marketing Principles

Introduces consumer behavior, branding, market research, promotion, pricing, distribution, selling, and professional marketing practices



2

Sports & Entertainment Marketing

Explores fan engagement, sponsorships, ticketing, promotions, branding, event marketing, and the business of sports and entertainment



3

Advanced Sports & Entertainment Marketing

Explores fan engagement, sponsorships, ticketing, promotions, branding, event marketing, and the business of sports and entertainment



Work-Based Learning (Capstone Experience)

Work alongside business professionals in marketing, sales, retail, hospitality, and entrepreneurship settings while developing career-ready skills

LEADERSHIP + INDUSTRY CONNECTIONS

CAREER & TECHNICAL STUDENT ORGANIZATION



COMPETITION OPPORTUNITIES



- Sports and Entertainment Marketing Communications
- Integrating Marketing Campaign
- Business Operations Research

CHAPTER ACTIVITIES



- Atlanta Hawks Marketing Event
- DECA Week
- Community service projects
- Guest speakers
- DECA leadership conferences

CO-CURRICULAR / INDUSTRY EXPERIENCES



- NOCTI Retail Exam
- Promotional activities for local teams
- Industry tours
- School-based enterprise
- Industry panels
- Field experiences

POSTSECONDARY OPPORTUNITIES



LOCAL / REGIONAL INSTITUTIONS

- Georgia State University
- University of Georgia
- Atlanta Technical College
- Gwinnett Technical College



DUAL ENROLLMENT

Metro-area dual enrollment options may include marketing business administration, digital marketing, retail management fashion merchandising, hospitality marketing, or sports/event marketing courses; verify in Georgia Futures.



SCHOOLS OFFERING THIS PATHWAY

Cambridge | Benjamin Banneker | Johns Creek
Langston Hughes | Roswell

CAREER OPPORTUNITIES

Sports
Marketing
Coordinator

CAREERS

Sponsorship
Manager

Event Marketing
Specialist

ATLANTA-AREA EMPLOYERS

