SPORT, RECREATION & ENTERTAINMENT MARKETING

Available at MCHS

DOE Program Structure

Grade	Course	Credit
9	Sport, Recreation, and Entertainment Essentials	1
10	Sport, Recreation, and Entertainment Applications **	1
11	Sport, Recreation, and Entertainment Marketing Management ***H***	1
12	Sport, Recreation, and Entertainment Internship **Or** Marketing Directed Study	1

Practical Arts credit ***H*=Honors Level

Topics Covered

- ✓ employability skills
- ✓ selling techniques
- ✓ public relations and publicity
- ✓ event planning and execution
- ✓ licensing, sponsorship, and endorsements
- ✓ business structure of the SRE marketing industry
- ✓ legal and ethical aspects of SRE marketing industry
- ✓ agents, personal managers, and labor unions
- ✓ event development

DECA

Club Opportunity

prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools around the globe.

What is Sport, Recreation, and Entertainment Marketing?

The purpose of this program is to prepare students for employment or advanced training in the sport, recreation, and entertainment marketing and sales industry. Sport, recreation, and entertainment marketing are subdivisions of marketing, which focus both on the promotion of events, sports and recreation, as well as the promotion of products and services in the genre.

Free College Credits

Upon completion of SRE Marketing Essentials, SRE Marketing Applications, and SRE Marketing Management, students have the opportunity to receive ***12 general education credits at Indian River State College***.

In addition, the following "Career Pathways" credits can be awarded:
MKA 2021 Salesmanship **3 credits**
MAR2011 Principles of Marketing **3 credits**

Industry Certification

Social Media Strategist Certification
Entrepreneurship Small Business Certification

Career Outlook

Median wage: $68.35 hourly
$142,170 annual

Median wage data collected from Marketing Managers Onetonline.org (2020)

Dr. John D. Millay, Superintendent
School Board Members: Marsha Powers • Anthony Anderson • Christia Li Roberts • Michael DiTerlizzi • Victoria Defenthaler
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