



New Course: Sports and Entertainment Marketing Fundamentals

ABOUT SPORTS & ENTERTAINMENT MARKETING

Sports and Entertainment Marketing is a one credit specialized course designed to offer students an opportunity to gain knowledge and develop skills related to the growing sports and entertainment industry. Sports Marketing addresses such diverse products as the sporting event itself, its athletes, sports facilities or locations, sporting goods, personal training, and sports information. Entertainment marketing includes events such as fairs, concerts, trade shows, festivals, plays, product launches, and causes. Students will develop skills in the areas of merchandising, advertising, public relations/ publicity, event marketing, sponsoring, ticket distribution, and career opportunities as they relate to the sports and entertainment industry.

Students will have the opportunity to help broadcast VHHS sporting events and create graphics for the Rebel Nation Sports Network. Technology, employability skills, leadership and communications will be incorporated in classroom activities.

This course counts as one of the three courses needed to qualify for the National Business Honor Society.

RELATED CAREERS

- Account Coordinator
- Sports Administrator
- Corporate Sales Director
- Sports Marketing Account Executive
- Sports Marketing Account Manager
- Director of Ticketing and Finance
- VP of Business Development
- Head of Marketing
- School Athletics Director
- Sports Events Coordinator
- Sports Agent
- Athletic Director
- Athletic Business Manager
- Graphic Design
- Sports Broadcasting



If you have any questions, please email Morgan Jones: jonesmp@vestavia.k12.al.us

VHHS Business Website: www.vhhsbusiness.com