

## **SPORTS AND ENTERTAINMENT MARKETING**

*Requirement area:* CTE or Elective

*Course code:* BMK000

*Grade Level:* 9, 10, 11, 12

*Prerequisite:* None

*Length:* 1 semester (0.5 credit)

*Homework:* None

*Description:* Explore the diverse and competitive world of Sports and Entertainment Marketing. You will review the basics of Marketing and then study specialized topics related to the businesses in sports and entertainment industries. Current events are a major driver and flexibility is highly encouraged.