



SPORTS AND ENTERTAINMENT MARKETING

- Program of Study -

Career Cluster: Marketing

Career Pathway: Professional Sales

This Academic Plan is based upon the state requirements needed for an Advanced Diploma. Academic course names may vary among school districts.

Grade	1 st Course	2 nd Course	3 rd Course	4 th Course	5 th Course	6 th Course (CTE)
9 th Grade	English I	Algebra I	Biology	Health / Computer Literacy	Physical Education	Principles of Business and Marketing
10 th Grade	English II	Geometry	Chemistry or Geoscience	World History	Physical Education	Sports and Entertainment Marketing I
11 th Grade	English III	Algebra II	Science Course or Elective ¹	US History	Foreign Language ² or Elective ¹	Sports and Entertainment Marketing II ³
12 th Grade	English IV	Senior Level Math Course	Elective ¹	US Government	Foreign Language ² or Elective ¹	Sports and Entertainment Marketing Advanced Studies

¹ Electives may include arts and humanities courses or other career and technical education courses that relate to the program of study.

² Foreign Language courses are recommended if a student is planning on entering a university. (See individual university admission policies)

³ CTE Assessments will be administered during the completion level CTE course.

Career and Technical Student Organizations	Work-Based Learning	CTE Assessments
DECA	Job Shadowing / Internship / Work Experience / Career Days / Career Fairs / Field Trips / Guest Speakers	1) End of Program Technical Assessment for Sports and Entertainment Marketing 2) Workplace Readiness Skills Assessment (for Employability Skills Standards)

Postsecondary Options	State Articulation Agreements for CTE College Credit
College of Southern Nevada / Great Basin College / Nevada State College / Truckee Meadows Community College / University of Nevada, Las Vegas / University of Nevada, Reno / Western Nevada College	<p>Secondary Program Requirements Student must earn the state Certificate of Skill Attainment in Sports and Entertainment Marketing.</p> <p>Postsecondary Credit Options College of Southern Nevada 6 Credits</p>

High Wage - High Skill - High Demand Careers	State Recognized Industry Certifications
Event Planner / Booking Agent / General Manager / Media Buyer/Planner / Brand Manager / Field Marketing Rep	Refer to the Governor's Office of Workforce Innovation's Nevada Eligible Industry Credentialing List