

PROGRAM: Entertainment Marketing

**PROGRAM
CIP CODE:** 52.180040

DESCRIPTION: The **Entertainment Marketing** program is designed to prepare students for employment in various sales, customer service, first-line supervisory positions, sports marketing, hospitality and tourism, small business ownership, advertising/promotion, public relations and/or postsecondary education related to the field of Entertainment Marketing.

An integrated approach of teaching and learning is provided as students enhance their technical knowledge and skills that are associated with functions within Entertainment Marketing occupations. In addition to the occupation related skills, students completing this program will also develop advanced critical thinking, applied academics such as math and language arts, interpersonal relations, life management, business, economic, and leadership skills required for the 21st century workplace.

The program uses a delivery system made up of four integral parts: formal/technical instruction, experiential learning, supervised occupational experiences, and the Career and Technical Student Organization, DECA.

RECOMMENDED PROGRAM SEQUENCE OF COURSES:

**Career
Preparation** The following describes the recommended sequence of courses developed from industry-validated skills necessary for initial employment or continued related education. All the Career Preparation state-designated Entertainment Marketing standards are addressed in this instructional sequence.

52.1800.10 **Fundamentals of Marketing, Management, and Entrepreneurship:** This course is designed to introduce the students to basic marketing concepts and principles as they relate to Professional Sales and Marketing, Advertising and Public Relations, Entertainment Marketing, and Entrepreneurship.
-and-

52.1800.40 **Entertainment Marketing:** This course prepares students to perform marketing and management functions and tasks that can be applied to amateur or professional sports or sporting events, entertainment services, hospitality services, travel and tourism services and media relations.

And program may elect to add:

52.1800.75 **Marketing, Management, and Entrepreneurship - Internship:** This course provides MME students an opportunity to engage in learning through participation in a structured work experience that can be either paid or unpaid and does not necessarily require classroom instruction that involves the application of previously developed MME knowledge and skills. However, the Internship does require applications directly related to the Technical Standards of the Marketing, Management, and Entrepreneurship program.

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52.1800.80 **Marketing, Management, and Entrepreneurship - Cooperative Education:** This course utilizes a cooperative education methodology to combine school-based and supervised work-based learning experiences directly related to the Technical Standards identified for the Marketing, Management, and Entrepreneurship program. Students generally work a minimum of 15 hours per week.

TEACHER CERTIFICATION REQUIREMENTS FOR THE ENTERTAINMENT MARKETING PROGRAM

CAREER PREPARATION: The instructor must be CTE certified according to the following table

Entertainment Marketing	CERTIFICATES
	Types: PCTBM, SCTBM

Note:

- **Marketing, Management, and Entrepreneurship, 52.1800.70** may be a part of the sequence and the teacher must hold a Cooperative Education Endorsement (CEN).
- Teacher/Coordinator **52.1800.75** is not required to have a Cooperative Education Endorsement (CEN).
- Teacher/Coordinator **52.1800.80** is required to have a Cooperative Education Endorsement (CEN).

CERTIFICATE ABBREVIATIONS FOR THE ENTERTAINMENT MARKETING PROGRAM
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Certificate Types

PCTBM	Provisional Career and Technical Education Business and Marketing
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SCTBM	Standard Career and Technical Education Business and Marketing
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