

Sports and Entertainment Marketing II

Course Number:	MH32
Recommended Maximum Enrollment:	30
Hours of Instruction:	135 (block)
Prerequisite:	MH31 Sports and Entertainment Marketing I

In this course, students acquire an understanding of selling, promotion, and market planning of sports, entertainment, and event marketing. English/language arts, mathematics and social studies are reinforced. Work-based learning strategies appropriate include cooperative education, entrepreneurship, internship, mentorship, school-based enterprise, service learning, and job shadowing. Apprenticeship is not available for this course. DECA (an association for Marketing Education students) competitive events, community service, and leadership activities provide the opportunity to apply essential standards and workplace readiness skills through authentic experiences.