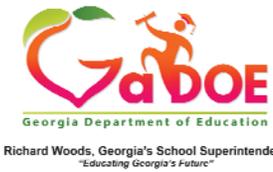


Student Plan of Study – Sports & Entertainment Marketing



Name _____ Date _____ School _____

Parent/Guardian Signature _____ Date _____ Advisor/Counselor Signature _____ Date _____

Current Area of Interest: Hospitality & Tourism/Sports & Entertainment Marketing - This PLAN OF STUDY should serve as a guide for the next four years. **Courses listed in this plan are only recommended coursework and should be individualized to meet each student's educational and career goals. All plans will meet minimum high school graduation requirements.** Applicants to the University System of Georgia and the Technical College System of Georgia institutions should be advised that meeting minimum requirements will not guarantee admission. Postsecondary institutions may set additional requirements.

Grade Level	I. English/Language Arts Total 4 credits	II. Math Total 4 credits	III. Science Total 4 credits	IV. Social Studies Total 3 credits	V. Health/Personal Fitness Total 1 credit	VII. Possible electives in additional pathways (students should check the local course description catalog for these and other electives) Total 4 credits
Hospitality & Tourism	9 9 th Literature & Composition or Approved Dual Enrollment Course 1 credit Credit Earned <input type="checkbox"/>	1 CCGPS Cord. Algebra 2 CCGPS Analytic Geometry 3 CCGPS Accel Cord. Algebra/Analytic Geometry 4 CCGPS Accel Analytic Geometry B/Adv. Algebra 1 credit * Credit Earned <input type="checkbox"/>	Biology or Approved Dual Enrollment Course 1 credit * Credit Earned <input type="checkbox"/>	American Government/Civics or AP Government/ Politics US or Approved Dual Enrollment Course ½ credit Credit Earned <input type="checkbox"/>	Health ½ credit Credit Earned <input type="checkbox"/> Personal Fitness ½ credit Credit Earned <input type="checkbox"/> *** VI. CATE Pathway Total 3 credits	Advanced Academic Pathways English/Language Arts, Math, Science, Social Studies An advanced academic pathway may be followed in any one of the content subjects listed above. Upon graduation, students earn an advanced academic pathway when they complete the required coursework to include at least one AP or one IB or one Dual Enrollment course. An advanced academic pathway should also include at least two credits in one world language. AP, Dual Enrollment and Georgia Virtual School courses may be available.
	10 10 th Literature & Composition or World Literature & Composition or Approved Dual Enrollment Course 1 credit Credit Earned <input type="checkbox"/>	1 CCGPS Analytic Geometry 2 CCGPS Adv. Algebra 3 CCGPS Accel Analytic Geometry/Adv. Algebra 4 CCGPS Pre-Calculus 1 credit * Credit Earned <input type="checkbox"/>	Physical Science or Physics or AP Physics or Approved Dual Enrollment Course 1 credit * Credit Earned <input type="checkbox"/>	World History or AP World History or Approved Dual Enrollment Course 1 credit Credit Earned <input type="checkbox"/>	08.47400 Marketing Principles or Approved Dual Enrollment Course 1 credit Credit Earned <input type="checkbox"/>	World Language Pathways **Two credits are required for admissions to University System Institutions. For a listing of world language courses offered at your high school, please check with your advisor, counselor, or local course description catalog. A world language pathway may be followed in any of the world language areas included in the state list of approved courses. Upon graduation, students earn a world language pathway when they complete three credits in one language. The third course may reflect an AP, IB or Dual Enrollment designation. Georgia Virtual School and ACCEL courses may be available.
	11 American Literature/Composition or AP English Language & Composition/American Lit or Approved Dual Enrollment Course 1 credit Credit Earned <input type="checkbox"/>	1 CCGPS Adv Algebra 2 CCGPS Pre-Calculus 3 CCGPS Accel Pre-Cal 4 CCGPS Cal or AP Cal 1 credit * Credit Earned <input type="checkbox"/>	Chemistry or Environmental Science or Earth Systems or AP/IB or Approved Dual Enrollment Course 1 credit * Credit Earned <input type="checkbox"/>	United States History or AP US History or IB History of the Americas or Approved Dual Enrollment Course 1 credit Credit Earned <input type="checkbox"/>	08.47800 Introduction to Sports and Entertainment Marketing or Approved Dual Enrollment Course 1 credit Credit Earned <input type="checkbox"/>	Fine Arts/Performing Arts Pathways Visual Arts, Dance, Music, Journalism, Theatre A fine arts pathway may be followed in any one of the five areas listed above. Upon graduation, students complete a fine arts/performing arts pathway when three courses have been successfully completed in any one of the five areas. A student should consult a counselor or advisor for related coursework. AP, Dual Enrollment and Georgia Virtual School courses may be available.
	At the end of the 11th grade, students planning to enter a University System of Georgia Institution or Technical College System of Georgia Institution should take the appropriate admissions test (SAT, ACT, Compass).					
12 Advanced Composition or British Literature or AP/IB English Literature & Composition or Approved Dual Enrollment Course 1 credit Credit Earned <input type="checkbox"/>	CCGPS Pre-Cal or Adv Math Decision Making or Math of Ind. & Govern. or AP Stats or IB Math or Approved Dual Enrollment Course 1 credit * Credit Earned <input type="checkbox"/>	Any other of the previous courses or Ecology or Geology or Approved Dual Enrollment Course 1 credit * Credit Earned <input type="checkbox"/>	Econ/Business/Free Enterprise or AP Macro Econ or AP Micro Econ or IB Econ or Approved Dual Enrollment Course ½ credit Credit Earned <input type="checkbox"/>	08.48500 Advanced Sports and Entertainment Marketing or Approved Dual Enrollment Course 1 credit Credit Earned <input type="checkbox"/>		
Sample Elective Courses	Other English Elective Courses: Literary Types/Composition Journalism Oral/Written Communication Speech	Other Math Elective Courses: Calculus AP Calculus Math of Finance	Other Science Elective Courses: Astronomy or AP/IB Science	Other Social Studies Elective Courses: Psychology or AP/IB Soc Studies or Humanities or Sociology or World Geography	Other CTAE Elective Courses: Other CTAE courses are available to complete a related pathway	NOTE: Local systems may offer core courses in a different sequence; not all local systems offer every pathway. Students should explore all credit possibilities including Georgia's Virtual School Program , Dual Enrollment , Advanced Placement (AP), International Baccalaureate (IB) and Work-Based Learning (WBL) to reach their educational and career goals.

SAMPLE Pathway OCCUPATIONS			
See * Georgia's HOT Careers to 2020 for more information on high-skilled, high-wage and high-demand occupations.			
Occupation Specialties	Entry Level of Education Needed	2012 Annual Wage	Annual Openings 2012-2020
Sports Marketing Managers	Bachelor's Degree	\$60,000	Georgia data N/A
*Meeting, Conventions & Events Planners	Bachelor's Degree	\$45,000	170
Set and Exhibit Designers	Bachelor's Degree	\$37,000	20

Source: Georgia Department of Labor/ONET

For more information about your education and career planning, including valuable financial aid information that includes grants and scholarships, see your school counselor.			
**** Current Georgia Graduation Rule			
Coursework	Credits	Coursework	Credits
I. English/Language Arts	4	V. Health & Physical Education	1
II. Math	4	VI. **Career, Technical & Agricultural Education and/or ***World Languages, and/or Fine Arts	3
III. *Science	4	VII. Electives	4
IV. Social Studies	3	TOTAL	23
<p>*Selected 4th Science courses may be used to meet both the required science and required elective in a CTAE sequence of courses.</p> <p>**Students must complete three credits to complete a CTAE pathway and take the end of pathway assessment.</p> <p>***Students must complete two credits of the same world language for admission to Georgia Board of Regents colleges/universities.</p> <p>**** Current graduation requirements should be met in all content areas.</p> <p>NOTE: This plan represents minimum graduation requirements. Local systems may require additional coursework.</p>			

Postsecondary Transition:
<ul style="list-style-type: none"> Students who will continue their education in a Program of Study at one of the University System of Georgia institutions should prepare to take the ACT or SAT for admissions. Tests for admissions may vary from institution to institution. Contact the selected institution for specific testing information. Additional admissions information can be found at Staying On Course. (www.usg.edu/student_affairs/documents/Staying_on_Course.pdf) Students who will continue their education in a Program of Study at one of Georgia's Technical Colleges should prepare to take the COMPASS test for admissions. Students who will continue their education and training in the US Military should take the ASVAB assessment. Students should utilize electronic college and career databases to select the most appropriate postsecondary opportunities including registered apprenticeships to match their selected career field. Georgia's dual-credit programs have been combined into one program entitled Move on When Ready, in which high school students may earn their high school course credits while taking college courses.

Possible Student Pathway Credentialing Opportunities:
<p>Students completing a pathway are eligible to take a Credentialing/End of Pathway Assessment (EOPA) upon successful completion of the three required courses in the pathway. For specific assessment information, refer to http://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Pages/CTAE-Georgia-Assessments.aspx</p>

*Related Pathway Occupations:	Other Related Hospitality & Tourism Occupations:
Team Sports Bloggers Fan Communications Directors Brand Partnerships Coordinators Media Communication & Social Network Associates Publicity Assistants Sports Agents	Artist Managers Gaming Managers Marketing Campaign Coordinators Music Marketers & Promoters Sports Officials
*ONET Online	

Sports & Entertainment Marketing
<p>The sports and entertainment industry has grown as a result of rising incomes and increased leisure time. Perhaps most notable on the entertainment side of the industry is the Georgia Film and TV Production sector. Film and TV production professionals know that Georgia is Camera Ready due to tax incentives, location diversity, production resources and professional support. In 2012 alone, television networks, Hollywood studios, production companies and independent producers invested nearly \$3.1 billion in Georgia.</p> <p>Jobs offered by this industry can be categorized into two groups: (a) live performances or events and (b) entertainment activities. Live performances and events include professional and amateur sports, gambling or gaming establishments, physical fitness, rentals of sporting goods, and musical and theatrical productions. The entertainment activities include theme parks, movies, arcades, and casinos.</p> <p>Entry level jobs in the sports and entertainment industry are more likely to be part-time than those in other industries and staffed by workers younger than the average. High level employment in the industry includes marketing, brand development, business management, event coordination, talent management, and public outreach. These positions usually require a bachelor's degree. Agents and business managers of artists, performers, and athletes promote their clients to prospective employers and manage contract negotiations and other business concerns. Public relations specialists promote the sports and entertainment industry by creating favorable publicity material and utilizing various communications media to market an event, promotion, or activity. Market research analysts conduct studies to determine market conditions and potential sales of an entertainment or sports product, event, or service.</p>