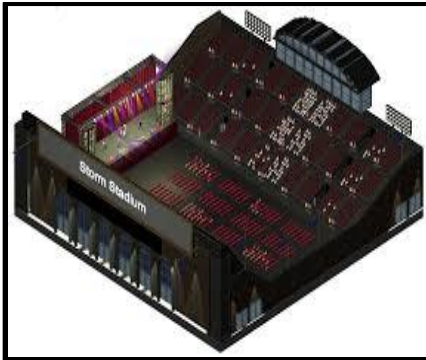


# Sports & Entertainment Marketing / Social Media Marketing



**Prerequisite:** None

**Course:** 1725CT & 1727CT    **Credits:** 1    **Length:** 18 weeks    **Placement:** 9-12

## Course Description

**Are you interested in majoring in business/marketing?**

Have you ever wondered about the marketing strategies of a....

- Movie theatre, concert, sports team, TV show, game show or amusement park?
- Professional athlete or actor/actress?

Have you ever wanted to own your own sports franchise and/or concert? If so, you have an opportunity through our Virtual Sports game which will allow you to...

- Select the best location of your stadium, set ticket prices, promotions, advertising, staffing, concessions and many more functions!

If any of these questions interest you, then you should enroll in Sports and Entertainment Marketing. We will also do many projects that involve creating logos, brochures, flyer, social media and web designs.

## Organizations

DECA is the CTSO for students enrolled in Business, Marketing or Finance courses.

DECA students have access to:

- Guest speakers
- Field trips to the Cowboys Stadium, Mavs game, Six Flags and MOCK DECA competition

Local, State & Nationwide travel with DECA competitive events

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**@benbfhs**

## Certifications

Sports & Entertainment

Student Cost: \$0    BBIA: \$0