

# ENTERTAINMENT MARKETING 52.1800.40

## Program Description, Coherent Sequence, and Certification Information

*The **Entertainment Marketing** program is being discontinued. No new **Entertainment Marketing** programs may be added for the 2018-2019 school year. The final year a district may offer an **Entertainment Marketing** program will be the 2019-2020 school year. The **Entertainment Marketing** program has been determined to not be eligible for JTED funding. The program will continue to be eligible for CTE Federal Perkins and CTE State Priority funding for the 2018-2019 and 2019-2020 school years.*

### PROGRAM DESCRIPTION

The **Entertainment Marketing** instructional program prepares students to provide technical support to managers in various sales and customer service industries including event planning and marketing, live entertainment marketing, sports marketing, and travel and tourism. Duties could include: Building relationships to promote repeat business, maximizing cross-selling opportunities, providing excellent customer service, proactively creating opportunities for new business with existing customers, handling incoming sales calls from sales prospects, and conducting in-arena/stadium appointments, tours, and special events to assist in developing new business relationships and customers.

The **Entertainment Marketing** instructional program is designed and delivered as a coherent sequence of school-based and work-based supervised learning.

The **Entertainment Marketing** instructional program is designed to prepare students for postsecondary education and/or entry-level employment.

**Entertainment Marketing** students develop leadership, social, civic, and career skills through participation in the state-recognized Career and Technical Student Organization **DECA (Distributive Education Clubs of America.)**

### COHERENT SEQUENCE

52.1800.13 - Entertainment Marketing I **and**

52.1800.40 - Entertainment Marketing II **and program may elect to add:**

52.1800.70 - Entertainment Marketing – DCE (Diversified Cooperative Education) **or**

52.1800.75 - Entertainment Marketing - Internship **or**

52.1800.80 - Entertainment Marketing – Cooperative Education

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## TEACHER CERTIFICATION REQUIREMENTS

CAREER PREPARATION: The instructor must be ADE/CTE certified according to the following Certificates PCTBM, SCTBM, SSCTEBM

Note:

- **Entertainment Marketing 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 TYPES

<b>PCTBM</b>	Provisional Career and Technical Education Business and Marketing
<b>SCTBM</b>	Standard Career and Technical Education Business and Marketing
<b>SSCTEBM</b>	Standard Specialized Career and Technical Education Business and Marketing