

BAY COUNTY

- Career Pathways -



SPORTS & ENTERTAINMENT MARKETING

If you like to engage people through media to like or not like a brand of clothes, stay up on their latest sports teams, or deliver news, we have a career for you! The Sports Recreation and Entertainment Marketing Industry is a dynamic and entrepreneurial field that continues to have a revolutionary impact on the economy and the world around us. It changes what we buy and how we interact in the world. Consider a rewarding career in the field of Sports, Recreation and Entertainment Marketing!

FIRST

Requires on-the-job training, work exp, and/or a high school diploma.

Job

2021 Avg Hr Rate

Merchandise Displayers & Window Trimmers

\$16.52

Order Clerks

\$16.43

NEXT

Requires 2-4 years of education beyond high school.

Job

2021 Avg Hr Rate

News Reporter/Analyst/Journalist

\$30.08

Camera Operator

\$23.24

Marketing Specialist

\$29.67

Video Editor

\$26.72

LATER

Requires 4 or more years of education beyond high school plus work experience.

Job

2021 Avg Hr Rate

Marketing Manager

\$59.90

Advertising and Promotions Manager

\$43.18

Media Communication Worker

\$21.56

Sales Engineer

\$52.99



* See back for Training Pathways >>

TRAINING PATHWAYS in

SPORTS & ENTERTAINMENT MARKETING



Programs are middle & high school career exploration or career pathways. Students enrolled in the Sports and Entertainment Career Pathway at Arnold HS can sit for Industry Certifications in Adobe Photoshop, Adobe Premiere Pro, After Effects and Social Media Strategist.

FIRST

Training Program

- Sport, Recreation and Entertainment Essentials
- Sport, Recreation and Entertainment Applications
- Sport, Recreation and Entertainment Marketing Management
- Sport, Recreation and Entertainment Internship

Institutions / School

Arnold High School
Arnold High School
Arnold High School
Arnold High School

** Through completion of this academy, you could qualify for the Bright Futures Gold Seal Vocational Scholarship.*

NEXT

Programs are certifications, technical programs or 2 year degrees

Training Program

- Computer Design and Information Technology

Institutions / School

Tom P. Haney Technical Center

- A.A. Advertising/Public Relations Option, Liberal Arts
- A.A. Meteorology Option, Liberal Arts
- A.A. Radio/Television Broadcasting Option, Liberal Arts

Gulf Coast State College

LATER

Requires 4 or more years of education beyond high school plus work experience.

Training Program

- B.A.S. Digital Media
- B.S. Entrepreneurship
- B.S. Recreation, Tourism and Events

Institutions / School

Gulf Coast State College
Florida State University, Panama City
Florida State University, Panama City

SOURCES:

*Florida Department of Economic Opportunity, Bureau of Workforce Statistics and Economic Research, Occupational Employment Statistics Program (OES)

*Bureau of Labor Statistics, U. S. Department of Labor, Occupational Outlook Handbook

* **FREIDA-Florida Research and Economic Information Database Application

Organized by the Bay High School Marketing Department