

# 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 and 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 and Marketing!

#### FIRST

*Requires on-the-job training, work experience, and/or a High School Diploma.*

Job	2018 Avg Hr Rate
Account Executive	\$17.00
Social & Digital Media Coordinator	\$19.02

#### NEXT

*Requires 2-4 years of education beyond high school.*

Job	2018 Avg Hr Rate
News Reporter	\$13.16
Camera Operator	\$23.00
Marketing Assistant	\$14.87
Video Editor	\$20.84

#### LATER

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

Job	2018 Avg Hr Rate
Marketing Manager	\$50.56
News Anchor	\$25.19
Media Executive Assistant	\$26.98
Technical Director	\$42.40



\* 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 Academy at Bay HS can sit for Industry Certifications in Adobe Photoshop, Adobe Premiere Pro and After Effects.*

### 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

Bay High School  
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Bay High School  
Bay High School

*\*Through completion of this portion of the pathway, 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
- A.A. Advertising/Public Relations Option, Liberal Arts
- A.A. Meteorology Option, Liberal Arts
- A.A. Radio/Television Broadcasting Option, Liberal Arts

#### Institutions / School

Tom P. Haney Technical Center  
  
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. Civil Entrepreneurship

#### Institutions / School

Gulf Coast State College  
Florida State University, Panama City

#### SOURCES:

Florida Department of Economic Opportunity. Bureau of Labor Market Statistics - September 2017

\* Located in Bay County

Organized by the Bay High School Marketing Department