

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 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 experience, 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 >>*



NEWS

5

WBAY

BAY TODAY
MORNING SHOW

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 the Social Media Strategist Industry Certification..

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
Bay High School
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. 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