

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

2022 Avg. Hr. Rate

Merchandise Displayers & Window Trimmers

\$16.78

Order Clerks

\$16.88

NEXT

Requires 2-4 years of education beyond high school.

Job

2022 Avg. Hr. Rate

News Reporter/Analyst/Journalist

\$30.55

Camera Operator, Television, Video, and Film

\$23.86

Market Research Analysts and Marketing Specialist

\$29.84

Editor

\$26.67

LATER

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

Job

2022 Avg. Hr. Rate

Marketing Manager

\$64.06

Advertising and Promotions Manager

\$53.20

Media Communication Worker

\$21.59

Sales Engineer

\$53.63

** 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 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

New Horizons Learning Center
New Horizons Learning Center
New Horizons Learning Center
New Horizons Learning Center

**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), 2020

*Bureau of Labor Statistics, U. S. Department of Labor, Occupational Outlook Handbook, 2020

The district's career and technical programs are open to all eligible students and are committed to a nondiscrimination policy in employment and educational opportunity. Questions or complaints may be sent to Shirley Byas, Executive Director/Equity Coordinator/ Human Resources and Employee Support Services @ 850-767-4100 (bakerys@bay.k12.fl.us).