

Sports Entertainment & Marketing



- Communicate effectively in the business world
- Gain essential skills vital for professional success
- Meets UC Area “g” requirement



Our sports marketing course provides students to analyze the promotion of sports events and teams. Students will gain knowledge on the successful business strategies in sports, such as how Nike commercials with Michael Jordan sparked the current sneaker culture, what made the volleyball duo of Kerri Walsh and Misty May-Treanor increase beach volleyball apparel sales, and why the Superbowl is the most watched televised event. Students will develop critical thinking skills and recognize which personal qualities will make them valuable to the employer in multiple job opportunities related to sports marketing.

To enroll or learn more about this program, talk to your counselor,
visit your career center, or contact

Mr. Sabangan at: jsabangan@mvrop.org

More information is also available at:

<http://www.mvrop.org/instructor/jsabangan.html> or www.mvrop.org