



COURSE & PATHWAY DESCRIPTIONS

SPORTS AND ENTERTAINMENT MARKETING COURSES

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

SPORTS AND ENTERTAINMENT MARKETING

Upon entering this pathway you will enjoy self-driven work with challenging projects while learning basic techniques for photo and video editing. Teachers will share fun activities to help you understand what it means exactly to be a Sports and Entertainment Marketer. The best benefit of this pathway is the sequence of classes that follow such as Sports and Entertainment Marketing 2 Applications and Sports and Entertainment Marketing 3 Management.

This pathway can help you prepare for the real world in careers such as Marketing, Sales and Service career cluster; by providing technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge. With teachers who are there to help you succeed, this course challenges you but also makes projects fun by allowing you to interact with other classmates. Joining this pathway will not only make high school enjoyable but also prepare you for the future.



SPORT, RECREATION, AND ENTERTAINMENT ESSENTIALS

The purpose of this course is to develop the competencies essential to sport, recreation, and entertainment marketing. These competencies include employability, human relations, communication, math, and economic skills. The fundamentals of sport, recreation, and entertainment marketing and selling are also included



SPORT, RECREATION, AND ENTERTAINMENT MARKETING MANAGEMENT

This course provides instruction for career sustaining level employment in the sport, recreation, and entertainment industry. The content includes applied skills related to the sport, recreation, and entertainment marketing functions and industries including employment skills required for success in sport, recreation, and entertainment and career planning as related to the sport, recreation and entertainment industry.



SPORT, RECREATION, AND ENTERTAINMENT APPLICATIONS

This course is designed to provide students with an in-depth study of sport, recreation, and entertainment marketing in a free enterprise society and provide the knowledge, skills and attitudes required for employment in a wide variety of sport, recreation and entertainment marketing occupations.

For a complete description of each course, see the OFHS Curriculum Guide, which is found on the school website.

PERSONALIZED LEARNING

CREATING A LASTING SHIFT IN LEARNING

Pinellas County Schools has launched Pinellas Innovates: Pathways to Personalized Learning, a long-range plan to personalize learning throughout the district.

Personalized Learning is tailored to what when, where and how students learn best. It enables students to take ownership of their learning and helps them to develop deep connections with each other, their teachers and other adults.

Pinellas Innovates will transform what the district is doing in schools on a daily basis. Instruction will move beyond a one-size-fits-all approach. Learning will be paced to each student's individual needs.



VISION

Pinellas County Schools envisions a student-centered culture for learning that connects instruction, curriculum, and outcomes to the unique talents, skills, passions and attributes of each child while recognizing individual needs.

STUDENT VOICE & CHOICE!

CLUBS



Future Business Leaders of America (FBLA) is the largest student business organization in the country with over 250,000 members. FBLA is the premiere student organization that aligns with all Warrior Academy courses. In Florida, FBLA functions as an integral part of the instructional program of the business education program in secondary schools.



NLC National Winners

Fall Motivational Rally

Students involved in FBLA participate in a variety of competitions, community service projects, fundraisers, and networking events throughout the year.



National Technical Honor Society

NTHS helps members with their achievements in the workforce, offers scholarships for higher education, and teaches excellence in career and technical education. NTHS strives to bring well deserved recognition, scholarship opportunities, and career opportunities to students who excel in various career and technical educational fields as their profession.



Student Television Network

STN was started by a group of teachers who wanted to support and encourage scholastic broadcasting and to provide a forum for teachers to share ideas, ask questions, and learn from professionals in the industry. Over the past 15 years, STN has expanded to include film, media and other forms of communication taught in high schools and middle schools. STN serves teachers and students with curriculum, communication and competitions year-round.

CERTIFICATIONS

MICROSOFT OFFICE SPECIALIST/EXPERT

Word ~ Excel ~ PowerPoint
Outlook ~ Access



ADOBE CERTIFIED ASSOCIATE

Dreamweaver ~ Photoshop
Illustrator ~ InDesign ~ Flash



CERTIFIED
ASSOCIATE

MICROSOFT TECHNOLOGY ASSOCIATE

MTA Networking Fundamentals +
MTA Security Fundamentals +
CompTIA Security Plus



Microsoft
Technology
Associate

APPLE

Final Cut Pro



Students have the opportunity to earn various industry certifications throughout all pathways.



OSCEOLA FUNDAMENTAL HIGH SCHOOL



SPORTS AND ENTERTAINMENT MARKETING



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