

Innovation Proposal: Sports Marketing

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Proposed Innovation

Sports Marketing students will assist in running sports events and the Jet Fuel soda shop. They will learn marketing, management, and event planning skills in a hands-on environment and gain valuable job-related skills.

Purpose and Potential

Students will engage in real-world event planning and marketing experiences that develop their expertise in organization, project management, and business concepts including sales, return on investment, customer services, and basic economic skills directly transferable to jobs now and in future careers.

Courses Include

an in-person classroom setting on campus in an A or B-day rotating schedule.

Student Outcomes

will be measured through formative and summative assessments to track growth measurements and student progress.

Funding

Grant funding will be used for the purchase of course materials, marketing materials, and hands on products to enrich student experiences.

Under House Bill 386, Local Education Agencies can approve up to \$5,000 in grant funding for innovation programs. The innovation outlined here is one example that has been approved for implementation. Learn more at schools.utah.gov/ulead