

# Memo



**To:** Dr. Karla Guseman  
**From:** Dianne McDonald  
**Date:** May 19, 2026  
**Re:** Course Revision-Marketing

I respectfully recommend the revision of Marketing, a year-long unweighted course, into two semester courses for the 2027-2028 school year:

- Marketing, semester-long, unweighted class
- Sports Marketing, semester-long, unweighted class

The transition of the Marketing curriculum from a year-long course into two distinct semester-based offerings, Marketing and Sports & Entertainment Marketing, is designed to provide students with both a broad professional foundation and a specialized area of application. By splitting the course, students first gain a comprehensive understanding of core marketing functions, such as branding, pricing, and consumer demographics, in a general business context.

This restructuring then allows for a seamless transition into the sports and entertainment sector, where students can apply those foundational principles to high-interest, industry-specific scenarios like sponsorships, event promotion, and athlete endorsements. This model offers greater scheduling flexibility while ensuring the curriculum remains engaging and directly aligned with popular career pathways in the modern economy.

This course revision has been discussed and approved at the Curriculum Coordinating Council.

Thank you and please let me know if you have further questions.