

Career Cluster: Marketing, Sales and Service
 Career Cluster Pathway: Professional Sales & Marketing

CTE Program: **Marketing, Mgmt. and Entrepreneurship (9200500)**
 Industry Certifications: ADOBE022 and MICRO069

16 REQUIRED CREDITS

8 ELECTIVE CREDITS REQUIRED



ENGLISH (4 credits)	MATH (4 credits)	SCIENCE (3 credits, 2 with lab)	SOCIAL STUDIES (3 credits)	CAREER EDUCATION PROGRAM COURSES	RECOMMENDED ELECTIVES (State University Aligned)
AP- Adv. Placement DE- Dual Enrollment	AP- Adv. Placement DE- Dual Enrollment	AP- Adv. Placement DE- Dual Enrollment	AP- Adv. Placement DE- Dual Enrollment	Other Requirements: Pass FCAT 2/PARC – Reading Level 3, pass Algebra I EOC, and 30% of EOC Exam for Biology, Algebra 2, Geometry, US History	(One virtual course is required)

Dual enrollment and CTE courses satisfy graduation and Bright Futures Gold Seal Vocational Scholar. Agriscience Foundations and Aerospace Technology satisfy core science requirements. State Approved industry certifications lead to college credit and may substitute for up to two high school credits of math and one credit of science. One online course and a 2.0 is required for graduation. Visit www.flvs.org and your counselor.

HIGH SCHOOL

9	English I or Honors (1)	Algebra 1 or Honors (1)	Earth & Space Science or Honors (1)	Digital Information Technology (1) (Art requirement)	HOPE (1)	Marketing Essentials (1) (Art Requirement)	Foreign Language 1 or Elective(1)
10	English 2 or Honors (1)	Algebra I/H or Informal Geometry or Geometry/ H (1)	Biology or Honors (1)	World History or Honors or AP (1)	Speech or Debate or Elective (1)	Marketing Applications (1) (Art Requirement)	Foreign Language 2 or Elective (1)
Students encouraged to take the ACT, SAT or PERT during 11th grade. Scores on the FCAT, FACT 2.0 and EOCs' should determine college readiness							
11	English 3 or Honors or DE or AP (1)	Geometry/H or Algebra 2/H or DE or AP (1)	Chemistry or Physical Science or Physics or DE or AP (1)	American History or Honors, DE or AP (1)	Marketing OJT or Executive Internship or Elective (1)	Marketing Management-H (1) (Art requirement)	Foreign Language 3 (1)
12	English 4 or Honors or DE or AP (1)	Algebra 2/H or College Ready Math or DE or AP (1)	Physics or DE or AP or Other Elective (1)	Am Gov/Economics or Honors or DE or AP(1)	Psychology(.5) and Sociology (.5) or Elective (1)	Business Ownership (1)	FL Virtual Course (1)

POSTSECONDARY

Based on this Career Cluster and identified career and identified technical education program, the following postsecondary options are available.

TECHNICAL CENTER PROGRAM(S)	COMMUNITY COLLEGE PROGRAM(S)	UNIVERSITY PROGRAM(S)
<u>PSAV Certification (LWIT)</u> M803010- Entrepreneurship (450 hrs) M618020- Business Ownership (150 hrs) K100200- Digital Media/Multimedia Design Tech. (1050 hrs.)	-Human Resource Management, (24 Cr.), CCC - VC -Business Admin. & Management, AS/AAS, (64 cr.), FSW -Marketing, AS, (91 cr.), Rasmussen College -Business Admin. AA, (60 cr.) – Keiser University -Business Marketing Mgmt, AA, (60 cr.) - VC -Customer Svc. Specialist, (24 cr.) – CCC - VC	-Marketing, BS, (120), FGCU, USF, Hodges, Statewide -Business Administration, BS, (120 cr.) – Keiser U. -Advertising, BA or BS, (120 cr.) – FSU -Business Marketing Mgmt, BAS, 120 cr.) - VC

ARTICULATIONS/ CREDIT	High School Students to PSAV Technical Center Program	Technical Center or High School to Community or State College	State and Community Colleges to Universities
	(Hours awarded are based on competencies achieved) HS Program 9200500 = LWTC 9200500 Marketing & Entrep. Principles 8827110 Marketing Application 8827120 Marketing Essentials 8827130 Marketing Management 8812000 Business Ownership	Keiser University -Marketing Ed. Mgmt. = (3 cr.) AA or BA in Bus. Adm. Statewide MICRO069- Microsoft Office Specialist Bundle to Office Administration, AS, (3 cr.)	Statewide Articulation: --Regional AS Degree = (60 cr.) toward BAS degree (120 cr.) in Applied Science -AS Business Administration (64 cr.) toward BS in Business, (General)/Business Administration and Management (132 cr.) Keiser University - AA in Business Administration to BS in Business Administration, (120 cr.)
Based on the Career Cluster of interest and identified CTE program the following sample career specialties			
CAREERS	Technical Centers	Community Colleges	4 Year Colleges and Universities
	(DOL) Real Estate Sales Agent (DOL) Sales Representatives (HSHW) Interactive Media Specialists Research Assistants Customer Service Representative Interactive Media Specialist Administrative Support Representative (DOL) Insurance Sales Agent (HSHW)	(DOL) Real Estate Brokers (DOL) Human Resource Specialist (HSHW) (DOL) Marketing Specialists (HSHW) (DOL) First-line Supervisors of Retail Sales Workers (DOL) Advertising Sales Agent (HSHW) (DOL) Meeting and Convention Planners (HSHW) (DOL) Sales Representatives, Wholesale & Mfg., Technical & Science Products Public Relations Specialist	Public Information Directors Media Buyers/Planners Creative Directors Advertising Managers Promotions Managers Public Relations Managers (DOL) Sales Managers (HSHW) (DOL) Market Research Analysts (HSHW) (DOL) Vocational Ed. Teacher (secondary) (HSHW)
INDUSTRY CERTIFICATIONS			
All certifications students have the opportunity to take while in this POS:			
ADOBE022 Adobe Certified Associate (ACA) Visual Communication Using Adobe Photoshop - Creative Cloud, Adobe Systems			
MICRO069 Microsoft Office Specialist (MOS) Bundle (3 of 5), Microsoft Corporation			
PROSO016 Certified Internet Web (CIW) - Business Internet Associate			
NRETF002 National Professional Certification in Retail Management, National Retail Federation Foundation			
CAREER AND TECHNICAL STUDENT ASSOCIATION			
Distributive Education Clubs of America, DECA (secondary) and Collegiate DECA (postsecondary)			
INTERNSHIP/WORK EXPERIENCE RECOMMENDATIONS			
Join DECA, volunteer or work/internship at local businesses or facilities with retail options. Work with school newspaper or in-house departments to develop sales adds or market specific fund raisers for the school or community. Join DECA. Refer to http://collierschools.com/careertech/internships.htm for district approved internship opportunities.			
****	Reviewed May 1, 2016 and updated annually. See your Counselor for the most recent plan as student schedules will vary based on the needs of the student. Find detailed graduation requirements at: http://www.fldoe.org/academics/graduation-requirements		

Marketing, Management and Entrepreneurship Principles (HS) #9200500