

Career Cluster: Marketing, Sales & Services


CTE Program: **Sports, Entertainment & Recreation Mktg. (8827400)**

Career Cluster Pathway: Professional Sales & Marketing

Industry Certifications: MICRO069, ADOBE022

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) (One virtual credit is required)
	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	

Dual enrollment and CTE courses satisfy graduation and Bright Futures Gold Seal Vocational Scholar requirements. 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)	Sports, Entertain., Recreation Mktg. Essentials (1)	Foreign Language 1* (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)	Digital Design *(1)	Sports, Entertain., Recreation Mktg. Applications (1) (Art Requirement)	Foreign Language 2* (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)	Digital Design 2* or Creative Writing (1)		Sports, Entertainment, Recreation Mktg. Management -H (1)	FL Virtual Course (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)		Sports, Entertain., Recreation Marketing Internship (1)	Elective or Executive Internship or Coop (1)

POSTSECONDARY	Based on this Career Cluster and identified career and identified technical education program, the following postsecondary options are available								
	PSAV/TECHNICAL CENTER PROGRAM(S)			COMMUNITY & STATE COLLEGE PROGRAM(S)			UNIVERSITY PROGRAM(S)		
	PSAV Certificates Y100200- Digital Design Multimedia Design (1050 hrs.) – LWTC and ITC M899991- Marketing Management (450 hrs)-LWTC M618020- Business Ownership (150 hrs)-LWTC M899992- E-Commerce-LWTC			-Business Admin. & Management, AS/AAS (64 cr.) - FSW -Digital Design & Graphics (60 cr.) AS Hodges -Internet Services Technology, AS, (64 cr.) -statewide -Graphic Arts AS, (64 cr.) - statewide -Digital Media/Multimedia Design Tech. AS (64 cr.) FSC -Graphic Design, BFA (120 cr.) FSU			-Marketing Management BS, 130 cr.) FSU -Business Supervision & Management, BAS (120 cr.) (Edison State College) -Marketing, BS (120 cr.) (Hodges and FSU) -Advertising (Communications) BA/BS (120 cr.) FSU -Sports Management, BS, (120 cr.) Keiser University -Sports Mgmt, BS (130 cr.)Wayne Huizenga Sch. Of Bus. -Entrepreneurship, MBA, Walden University		

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 <u>827100 Marketing Management (3 cr.)</u> TO (LWIT) <u>E Commerce Marketing M899992 (450 hrs)</u> OR Digital Design I to <u>Digital Design/ Multimedia Design Y100200 (1050 hrs)</u>	<u>FL Southwestern State College</u> <u>Sports & Entertainment Mrtg. 1,2,3</u> = MAR2011 Marketing (3 cr.) = MNA1804 applied to Business Electives (up to 9 cr.) in Business Admin. AS <u>Statewide</u> -MICRO069 Microsoft Office Specialist Bundle = (3 cr.) toward Office Administration, AS	<u>Statewide Articulation:</u> -Multimedia Design Technology I (750 hrs) and II (600 hrs) = 9 credits in Graphics Design AAS/AS -Digital Design Technology I (600 hrs) and II (600 hrs) = (9 cr.) in Graphic Design (64 cr.) -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.)
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) Sales Representatives, Tech. Sci. (HSHW) Interactive Media Specialists Research Assistants Customer Service Representative (DOL) Advertising Sales Agent (HSHW) Real Estate Sales Agent	Trade Show Managers Marketing Associates Research Specialist (DOL) Meeting and Convention Planners (HSHW) (DOL) Sales Representatives, Wholesale & Mfg., Technical & Science Products (HSHW) (DOL) Business Operations Specialist (HSHW)	Public Information Directors Media Buyers/Planners Creative Directors Advertising Managers Promotions Managers Public Relations Managers Sales Promotion Managers Sales Managers Real Estate Brokers
INDUSTRY CERTIFICATIONS			
All certifications students have the opportunity to take while in this POS:			
ADOBE022 Adobe Certified Associate (ACA) Visual Communication with Adobe Photoshop (Creative Cloud), Adobe Systems			
NRETF002 National Professional Certification in Retail Management, National Retail Federation Foundation			
MICRO069 Microsoft Bundle (3 of 5), Microsoft Corporation			
CAREER AND TECHNICAL STUDENT ASSOCIATION			
Distributive Education Clubs of America, DECA/Collegiate DECA			
INTERNSHIP/WORK EXPERIENCE RECOMMENDATIONS			
Work, intern, volunteer, shadow, all types of entertainment, theater, sports and recreational events. Shadow the marketing and advertising departments of various companies and agencies. 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		

Sports and Entertainment Marketing (HS) #8827400