

Career Cluster: Marketing, Sales and Services

CTE Program: **Entrepreneurship (M803010), E-Commerce (M899992) and Business Ownership(M618020)**

Career Cluster Pathways: Marketing & Entrepreneurship and Professional Sales & Marketing Svc.

Industry Certification: NOCTI041, MICRO069

18 CORE CURRICULUM CREDITS

12 ADDITIONAL CREDITS

<i>Collier County Program of Study</i>	ENGLISH (4 credits)	MATH (4 credits)	SCIENCE (4 credits, 2 with lab)	SOCIAL STUDIES (4 credits)	CAREER EDUCATION PROGRAM COURSES		RECOMMENDED ELECTIVES (State University Aligned) (One virtual course 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	<u>Other Requirements:</u> 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 high school graduation and Bright Futures Gold Seal Vocational Scholars course requirements. Agriscience Foundations and Aerospace Technology satisfy core science requirements. State approved industry certifications leading to college credit may substitute for up to two 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 1 or English 1 Honors (1)	Algebra I or Higher Level Math (1)	Earth Space Science or Honors (1)	Geography and History of the World or AP Human Geo.(1)	Advanced Communication or Intensive Reading (1)	HOPE (1) (Florida Virtual)	Spanish I or Higher Level Course (1)
	10	English 2. or English 2 Honors (1)	Geometry or Higher Level Math (1)	Biology or Biology Honors (1)	World History or World History Honors or AP (1)	Digital Information Technology (1)	Semantics & Logic (.5) / Adv. Reading (.5) or Intensive Reading (1)	Spanish 2 or Higher Level Course (1)
	Students take the TABE within 6 weeks of attending classes at LWIT and are encouraged to take the ACT, SAT or PERT during 11th grade.					Program M803010 Entrepreneurship & M899992 E-Commerce Marketing at Lorenzo Walker Technical College		
	11	English or English 3 Honors or AP English Comp. (1)	Algebra II or Higher Level Math (1)	Chemistry (1)	American History or AH Honors or AP (1)	Entrepreneurship M803010 MKA0090 Business Development Manager (300), OCP-A, MKA0091 Entrepreneur Manager (150), OCPB M899990 Marketing OJT - (150)		
	12	English 4 or English 4 Honors or AP (1)	Pre calculus or Pro. & Stats. or Higher Level Math	Genetics (1)	American Govt./ Economics or Honors or AP (1)	E-Commerce Marketing M899992 and Business Ownership M618020 MKA0432 Sales Person, Retail, (300), OCP-A, MKA0455 E-Commerce Computer Specialist (150), OCP-B MKA0092 Business Ownership (150), OCP A		
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)		
	PSAV Certificate at LWTC Customer Svc. Representative M807060 (600 hrs) Business Ownership M618020 (150 hrs) Marketing (Management) M899991 (450 hrs) Entrepreneurship M803010 (450 hrs) E-Commerce Marketing M899992 (450 hrs)		-Marketing Management, AS/AAS (64 cr.) FSW -Business Admin. & Management, AS/AAS (64 cr.), FSW -Business Mgmt. Entrepreneurship Specialization, AS, (64 cr.), Rasmussen College -Marketing, AS, (91 cr.), Rasmussen College -Internet Services Technology, AS (63 cr.) BC -Marketing Mgmt. & Operations, AS, (63 cr.), BC			-Marketing Management BS, 130 cr.) FSU -Business Supervision & Admin., BS (130 cr.) FSW -Marketing, BS (120 cr.) (Hodges and FSU) -Business Administration, MBA, (54 cr.) (Hodges) -Advertising (Communications) BA/BS (120 cr.) FSU -Marketing, BSBA, (120 cr.), UCF -Entrepreneurship, BS, (120 cr.), FSU -Marketing, BS, (20 cr.) FGCU		

ARTICULATIONS/ CREDIT	High School Students <u>Dual Enrolled</u> in PSAV Technical Center Program	Technical Center or High School to Community or State College	State and Community Colleges to Universities
	PSAV M899992 <u>E-Commerce Mktg.</u> (450 hrs) MKA0342 (300 hrs) OCP A MKA0010 (150 hrs) OCP B PSAV M803010 <u>Entrepreneurship</u> (450 hrs) MKA0090 (300 hrs) OCP A MKA0091 (150) hours OCP B PSAV M618020 <u>Business Ownership</u> (150 hrs) MKA0092 Business Owner(150 hrs) OCP A	Statewide Microsoft Office Specialist Bundle (MICRO069) 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.)

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) Insurance Sales Agents (HSHW) Administrative Support Representative (finance, clerical, human resources, technical) Customer Service Representative (DOL) Sales Representatives (HSHW) Interactive Media Specialists Research Assistants (DOL) Social & Human Service Assistants (DOL) Web Developers (HSHW) Office Manager	Trade Show Managers Marketing Associates Research Specialist (DOL) Advertising Sales Agents (HSHW) (DOL) Meeting and Convention Planners (HSHW) (DOL) Voc. Ed. Teacher, Postsecondary (HSHW) (DOL) First-line Supervisors of Retail Sales Workers (DOL) Human Resources Specialists (HSHW) (DOL) Public Relations Specialists (HSHW) Business Manager	Franchisers Media Buyers/Planners Creative Directors Advertising Managers Public Information Directors Public Relations Managers Sales Promotion Managers (DOL) Sales Managers (HSHW) (DOL) Real Estate Broker (DOL) Property, Real Estate and Community Association Managers (HSHW)

INDUSTRY CERTIFICATIONS

All certifications students are offered to take while in this POS:

MICRO069 Microsoft Office Specialist (MOS) Bundle (3 of 5), Microsoft Office
NOCTI041 NOCTI General Management, NOCTI

ADOBE005 Adobe Certified Expert (Photoshop), Adobe
ADOBE012 Adobe Certified Associate (Photoshop), Adobe

CAREER AND TECHNICAL STUDENT ASSOCIATION

Distributive Education Clubs of America, DECA/Collegiate DECA

INTERNSHIP/WORK EXPERIENCE RECOMMENDATIONS

Join DECA, volunteer or work/internship at local businesses or facilities with retail and electronic advertising options. Work with school newspaper or in-house departments to develop sales advertisements or e-market specific fund raisers for the school or community. 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>

Entrepreneurship, E-Commerce Marketing & Business Ownership (LWIT - Postsecondary)
#M803010 and #MKA0090 and #M186020