Option '	1
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Career Cluster: Marketing, Sales & Service Principals						Principals	Marketing, Management a			
Postsecondary Program: 1252140101 Marketing Management AS Career Cluster Pathway: Secondary Industry Certification(s): Career Cluster Pathway: 1. Adobe InDesign Postsecondary Industry Certification(s): 1. Adobe Certified Expert (ACE) Illustrator										
			17	1/2 REQUIRED CORE CRED	ITS		8 1/2 ADDITIO	NAL CREDITS		
C	Public Shade	ENGLISH	MATH	SCIENCE	SOCIAL STUDIES	Additional Required Credits	8.5 Electives, Including CTE sequential Program of Study and recommended electives			
Career & Ter	chnical Education tudents for SUCCESS	4 credits	4 credits	3 or 4 credits, 2 w/ lab	3 or 4 credits	HOPE, Performing Arts, and CRDM	* Signifies CTE course meets Perfor requirement	rming Arts graduation credit		
	· Students are als	couraged to use flchoices.org to explor so encouraged to participate in dual enr nin the 26 credit program must be an or	ollment courses which may be used to				lary options.			
OL	9	English Honors 1	Geometry Honors	Biology 1 Honors or Integrated Science 1 Honors	World History Honors	Career Research & Decision Making (.5cdt)/Elective (Ethics .5cdt)	Elective (*Digital Information Technology)	Elective (Foreign Language)		
H SCHOOL	10	English Honors 2	Algebra 2 Honors	Chemisty 1 Honors or Integreated Science 2 Honors	AP American History or American History Honors	HOPE	*Marketing Essentials	Elective (Foreign Language)		
нісн	11	AP English Language & Comp or English Honors 3	PreCalc or Advance Math Topics	Physics 1 Honors or Integrated Science 3 Honors	American Gov Honors/ Psychology 1	Elective (Speech or DE Speech SPC 2608/ DE Art History ARH 2051)	*Marketing Applications	Elective (Accouting 1 or DE Intro to Business GEB 1011/ DE Marketing MAR 1011)		
	12	AP English Lit & Comp or DE English Comp 1 ENC1101/ DE English Comp 2 ENC1102	AP Calculus or AP Statistics or DE College Algebra MAC 1105/ DE Statistics STA 2023	Science Research or AP Enviornmental Science or DE Science	Social Studies (AP Microeconomics/ AP Macroeconomics or DE Macroeconomics ECO2013/ DE Microeonomics ECO2023)	Elective (Marketing OJT or DE Advertising ADV1000/ DE Business Communication OST 2335)	*Marketing Management	Elective (Marketing OJT)		
RY		areer and technical education program				ons. Based on the Career Cluster of	interest and identified CTE program	, the following postsecondary		
DA	options are available. The official college or university catalog must be used to determine course requirements in the major. http://www.easternflorida.edu/academics/career-technical-programs/our-programs/									
POSTSECONDARY	Local State College: Eastern Florida State College							PROGRAM(S) gree (four-year)		
ŭ				Business Administration AS			University of Central Florida			
TSI	Marketing Operations CCC Electronic Commerce CCC						Hospitality Management BS			
SO				Associate in Arts (AA) degrees are offered at all			Marketing BSBA			
Ă				Florida Community Colleges and allow students to move on to complete a four-year degree.			Business Administration BSBA			
~				Sam	ple Career Specialties					
CAREER		Potail Salasporsa	200	Sales Representatives			Advertising Management			
AR	Retail Salespersons Marketing Managers			Wholesale and Manufacturing			Public Relations Management			
Û		General and Operations		Import/Export Travel/Tourism			Hospitality Marketing Professional Sales			
					TE Dual Enrollment Opportu		Professional Sales			
CREDIT	(Secondary to Technical Ce Minimum # of clock hours award	. ,	Secondary to College Credit Certificate or Degree (Minimum # of clock or credit hours awarded) Articulated credit to which courses and number of credits		Industry Certification to PSAV, AAS or AS (Statewide and other local agreements may be included here)				
CRE					ernflorida.edu/admissions/regis cuments/hs/marketing-manage					
Career and	d Technical S	tudent Association								
Distributive	e Education Cl	ubs of America								
Internship	Work Experie	ence Recommendations								
-	Cooperative E									
-	· ·		Is web site, containing grad	uation requirements:						
		,	gruu	Student Progression Plan, on Brevard Public Schools web site, containing graduation requirements:						

Career Cluster: Marketing, Sales & Service						CTE Program: 9200500 Marketing, Management & Entrepreneurial Principals Postsecondary Program: 1252140101 Marketing Management AS				
Career C	Career Cluster Pathway: Professional Sales & Marketing Career Path Career Cluster Pathway: Professional Sales & Marketing Career Path Career Cluster Pathway: Professional Sales & Marketing Career Path Career Cluster Pathway: Professional Sales & Marketing Career Path Career Cluster Pathway: Professional Sales & Marketing Career Path Career Cluster Pathway: Professional Sales & Marketing Career Path Career Cluster Pathway: Professional Sales & Marketing Career Path Career Cluster Pathway: Professional Sales & Marketing Career Path Career Cluster Pathway: Professional Sales & Marketing Career Path Career Pathway: Professional Sales & Marketing Career Pathway Career Pathway: Professional Sales & Marketing Career Pathway Career Pathway: Professional Sales & Marketing Career Pathway Career Pathway: Professional Sales & Marketing Career Path Career Pathway: Professional Sales & Marketing Career Pathway Career Pathway: Professional Sales & Marketing Career Pathw									
			17	1/2 REQUIRED CORE CRED	ITS		8 1/2 ADDITIC	NAL CREDITS		
C		ENGLISH	MATH	SCIENCE	SOCIAL	Additional	8.5 Electives, Including CTE sequential Program of Study and recommended electives * Signifies CTE course meets Performing Arts graduation credit requirement			
Career & Tec	hnical Education	4 credits	4 credits	3 or 4 credits, 2 w/ lab	3 or 4 credits	Required Credits HOPE, Performing Arts, and CRDM				
*** preparing st	- Studente ere en					HOTE, Tenoning Alts, and ORDM				
	Students are als		arollment courses which may be used to nline course. Cumulative GPA of 2.0 o				ndary options.			
Ъ	9	English Honors 1	Algebra 1	Biology 1 Honors or Integrated Science 1 Honors	World History Honors	Career Research & Decision Making (.5cdt)/Elective (Ethics .5cdt)	Elective (*Digital Information Technology)	Elective (Foreign Language)		
H SCHOOL	10	English Honors 2	Geometry	Chemisty 1 Honors or Integrated Science 2 Honors	American History Honors	HOPE	*Marketing Essentials	Elective (Foreign Language)		
нон	11	AP English Language & Comp or English Honors 3	Algebra 2	Physics 1 Honors or Integrated Science 3 Honors	American Government Honors/Economics Honors	Elective (Speech)	*Marketing Applications	Elective (Accouting 1 or DE Intro to Business GEB 1011/ DE Marketing MAR 1011)		
	12	AP English Lit & Comp or English Honors 4	Advanced Math Topics, PreCalc, or AP Statistics	Science Research or Integrated Science 4 Honors	AP Psychology or Sociology / Psychology 1	Elective (Marketing OJT or DE Advertising ADV1000/ DE Business Communication OST 2335)	*Marketing Management	Elective (Marketing OJT)		
POSTSECONDARY	Secondary career and technical education programs may lead to industry recognized certificates, occupational opportunities or postsecondary education options. Based on the Career Cluster of interest and identified CTE program, the following postsecondary options are available. The official college or university catalog must be used to determine course requirements in the major.									
Q	http://www.easternflorida.edu/academics/career-technical-programs/our-programs/						UNIVERSITY PROGRAM(S)			
8	Local State Colle	.ocal State College: Eastern Florida State College					Bachelors Deg	gree (four-year)		
SE	Marketing Operations CCC			Business Administration AS						
ST	Electronic Co	mmerce CCC								
6				Associate in Arts (AA) degrees are offered at all Florida Community Colleges and allow students to move on to complete a four-year degree.						
ĸ				Samp	le Career Specialties		<u> </u>			
L H	Retail Salesp	ersons		Sales Representatives	•		Advertising Management			
CAREE	Marketing Ma	nagers		Wholesale and Manufacturing			Public Relations Management			
General and Operations Mana		Operations Managers						Hospitality Marketing		
	Travel/Tourism Professional Sales Articulation and CTE Dual Enrollment Opportunities									
REDIT	(Secondary to Technical Ce Minimum # of clock hours award		Secondary to College Credit Certificate or Degree (Minimum # of clock or credit hours awarded) Articulated credit to which courses and number of credits			Industry Certification to PSAV, AAS or AS (Statewide and other local agreements may be included here)			
CRE				https://www.easternflorida.edu/admissions/registrars-office/credit- evaluation/leap/documents/hs/marketing-management-mou-2019.pdf						
Career and	d Technical S	tudent Association:					<u> </u>			
Distributive	e Education Cl	ubs of America								
Internship	Work Experie	ence Recommendations:								
Marketing	Cooperative E	ducation OJT								

Student Progression Plan, on Brevard Public Schools web site, containing graduation requirements:

Career Cluster: Marketing, Sales & Service Principals Postsecondary							200500 Marketing, Management & Entrepreneurial Program: 1252140101 Marketing Management AS			
Career C	luster Pathw	vay: Professional Sales	& Marketing Career Path			Secondary Industry Cer 1. Adobe InDesign Postsecondary Industry 1. Adobe Certified Expert	y Certification(s):			
Descel	Public Chards		17	1/2 REQUIRED CORE CRED	ITS		8 1/2 ADDITIC	NAL CREDITS		
C	e	ENGLISH	MATH	SCIENCE	SOCIAL STUDIES	Additional Required Credits	8.5 Electives, Including CTE seque recommended electives * Signifies CTE course meets Perfo			
Career & Tech	hnical Education idents for SUCCESS	4 credits	4 credits	3 or 4 credits, 2 w/ lab	3 or 4 credits	HOPE, Performing Arts, and CRDM	requirement			
	 Students are als 	so encouraged to participate in dual e	lore careers and postsecondary options enrollment courses which may be used online course. Cumulative GPA of 2.0	o satisfy high school graduation or Brig			ndary options.			
or	9	English 1	Liberal Arts Math 1	Biology 1 or Integrated Science 1	World History	Career Research & Decision Making (.5cdt)/Elective (Ethics .5cdt)	Elective (*Digital Information Technology)	Elective (Intensive Reading)		
H SCHOOL	10	English 2	Geometry	Chemisty 1 or Integrated Science 2	American History	HOPE	*Marketing Essentials	Elective (Intensive Reading)		
HIGH	11	English 3	Liberal Arts Math 2	Physics 1 or Integrated Science 3	American Government/ Economics	Elective (Speech)	*Marketing Applications	Elective (Intensive Reading)		
	12	English 4	Advanced Topics in Math	Science Research or Integrated Science 4	World Cultural Geography	Elective (Marketing OJT)	*Marketing Management	Elective (Intensive Reading)		
POSTSECONDARY	options are a	vailable. The official college or uni <u>t</u> ege: Eastern Florida State College	versity catalog must be used to deter http://www.easternflorida.edu/ac	d certificates, occupational opportunities or postsecondary education options. Based on the Career Cluste mine course requirements in the major. ademics/career-technical-programs/our-programs/			UNIVERSITY PROGRAM(S) Bachelors Degree (four-year)			
POSTSE	Marketing Operations CCC Electronic Commerce CCC			Business Administration AS Associate in Arts (AA) degrees are offered at all Florida Community Colleges and allow students to move on to complete a four-year degree.			University of Central Florida Hospitality Management BS Business Administration BSBA			
	Florda Community Colleges and allow students to move on to complete a tour-year degree. Business Administration BSBA Sample Career Specialties									
CAREER	Retail Salespersons Marketing Managers General and Operations Managers			Sales Representatives Wholesale and Manufacturing Import/Export Travel/Tourism			Advertising Management Public Relations Management Hospitality Marketing Professional Sales			
	Articulation and CTE Dual Enrollment Opportunities									
CREDIT	(1	Secondary to Technical C Minimum # of clock hours awa		Secondary to College Credit Certificate or Degree (Minimum # of clock or credit hours awarded) Articulated credit to which courses and number of credits			Industry Certification to PSAV, AAS or AS (Statewide and other local agreements may be included her			
				https://www.easternflorida.edu/admissions/registrars-office/credit- evaluation/leap/documents/hs/marketing-management-mou-2019.pdf						
areer an	d Technical S	tudent Association:								
		ubs of America								
		ence Recommendations:								
-	Cooperative E									
			ols web site, containing gradu	ation requirements:						

Student Progression Plan, on Brevard Public Schools web site, containing graduation requirements:

POS History		
Date	Attendess	Action Taken
25-Sep-07	Cindy Ivey Julie Sanders Janice Scholz Holly McKnight	
20-Oct-07	Holly	Put Decimals in all H.O.P.E per direction of Margaret Lewis.
8/21/2009	Janice Scholz Cindy Ivey	
Dec 2013	Erika McLaren	General Updates
	Erika McLaren	Update Program Name, general updates to template per FL DOE
000 2011	Cindy Ivey	General Updates for EFSC
Apr-17	Erika McLaren	Update EFSC link to articulation agreements.
	R. Johnson	Update EFSC link to articulation agreements.