


Career Cluster: <b>Marketing, Sales &amp; Service</b>	<b>CTE Program:</b> 9200500 Marketing, Management & Entrepreneurial Principals <b>Postsecondary Program:</b> 1252140101 Marketing Management AS
Career Cluster Pathway: <b>Professional Sales &amp; Marketing Career Path</b>	<b>Secondary Industry Certification(s):</b> 1. Adobe InDesign <b>Postsecondary Industry Certification(s):</b> 1. Adobe Certified Expert (ACE) Illustrator

	17 1/2 REQUIRED CORE CREDITS					8 1/2 ADDITIONAL CREDITS	
	ENGLISH	MATH	SCIENCE	SOCIAL STUDIES	Additional Required Credits	8.5 Electives, Including CTE sequential Program of Study and recommended electives * Signifies CTE course meets Performing Arts graduation credit requirement	
4 credits	4 credits	3 or 4 credits, 2 w/ lab	3 or 4 credits	HOPE, Performing Arts, and CRDM			

• Students are encouraged to use [fichoices.org](http://fichoices.org) to explore careers and postsecondary options.  
 • Students are also encouraged to participate in dual enrollment courses which may be used to satisfy high school graduation or Bright Futures Gold Seal Vocational Scholars course requirements.  
 • One course within the 26 credit program must be an online course. Cumulative GPA of 2.0 on a 4.0 scale for 26 credit program Students are encouraged to use [fichoices.org](http://fichoices.org) to explore careers and postsecondary options.


<b>HIGH SCHOOL</b>	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)
	10	English Honors 2	Algebra 2 Honors	Chemistry 1 Honors or Integrated Science 2 Honors	AP American History or American History Honors	HOPE	*Marketing Essentials	Elective (Foreign Language)
	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 (Accounting 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 Environmental Science or DE Science	Social Studies (AP Microeconomics/ AP Macroeconomics or DE Macroeconomics ECO2013/ DE Microeconomics ECO2023)	Elective (Marketing OJT or DE Advertising ADV1000/ DE Business Communication OST 2335)	*Marketing Management	Elective (Marketing OJT)


<b>POSTSECONDARY</b>	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. <a href="http://www.easternflorida.edu/academics/career-technical-programs/our-programs/">http://www.easternflorida.edu/academics/career-technical-programs/our-programs/</a>						
	Local State College: Eastern Florida State College						<b>UNIVERSITY PROGRAM(S)</b> Bachelors Degree (four-year)
	Marketing Operations CCC			Business Administration AS			<b>University of Central Florida</b>
	Electronic Commerce CCC						Hospitality Management BS Marketing BSBA Business Administration BSBA

<b>CAREER</b>	Sample Career Specialties		
	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

<b>CREDIT</b>	Articulation and CTE Dual Enrollment Opportunities		
	<b>Secondary to Technical Center (PSAV)</b> (Minimum # of clock hours awarded per institution)	<b>Secondary to College Credit Certificate or Degree</b> (Minimum # of clock or credit hours awarded) Articulated credit to which courses and number of credits	<b>Industry Certification to PSAV, AAS or AS</b> (Statewide and other local agreements may be included here)
		<a href="https://www.easternflorida.edu/admissions/registrars-office/credit-evaluation/leap/documents/hs/marketing-management-mou-2019.pdf">https://www.easternflorida.edu/admissions/registrars-office/credit-evaluation/leap/documents/hs/marketing-management-mou-2019.pdf</a>	

**Career and Technical Student Association**  
 Distributive Education Clubs of America  
**Internship/Work Experience Recommendations**  
 Marketing Cooperative Education OJT  
**Student Progression Plan, on Brevard Public Schools web site, containing graduation requirements:**

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	<b>17 1/2 REQUIRED CORE CREDITS</b>					<b>8 1/2 ADDITIONAL CREDITS</b>		
	<b>ENGLISH</b>	<b>MATH</b>	<b>SCIENCE</b>	<b>SOCIAL STUDIES</b>	<b>Additional Required Credits</b>	8.5 Electives, Including CTE sequential Program of Study and recommended electives * Signifies CTE course meets Performing Arts graduation credit requirement		
	4 credits	4 credits	3 or 4 credits, 2 w/ lab	3 or 4 credits	HOPE; Performing Arts, and CRDM			
<b>HIGH SCHOOL</b>	<ul style="list-style-type: none"> <li>• Students are encouraged to use fchoices.org to explore careers and postsecondary options.</li> <li>• Students are also encouraged to participate in dual enrollment courses which may be used to satisfy high school graduation or Bright Futures Gold Seal Vocational Scholars course requirements.</li> <li>• One course within the 26 credit program must be an online course. Cumulative GPA of 2.0 on a 4.0 scale for 26 credit program Students are encouraged to use fchoices.org to explore careers and postsecondary options.</li> </ul>							
	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)
	10	English Honors 2	Geometry	Chemistry 1 Honors or Integrated Science 2 Honors	American History Honors	HOPE	*Marketing Essentials	Elective (Foreign Language)
	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 (Accounting 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)
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	Local State College: Eastern Florida State College							
	Marketing Operations CCC			Business Administration AS				
	Electronic Commerce CCC			Associate in Arts (AA) degrees are offered at all Florida Community Colleges and allow students to move on to complete a four-year degree.				
<b>CAREER</b>	<b>Sample Career Specialties</b>							
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<b>CREDIT</b>	<b>Articulation and CTE Dual Enrollment Opportunities</b>							
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	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)
	10	English 2	Geometry	Chemistry 1 or Integrated Science 2	American History	HOPE	*Marketing Essentials	Elective (Intensive Reading)
	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)
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	Electronic Commerce CCC						Hospitality Management BS	
Associate in Arts (AA) degrees are offered at all Florida Community Colleges and allow students to move on to complete a four-year degree.						Business Administration BSBA		
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