


Orange County Public Schools 2019-2020

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

CTE Program: Secondary-Marketing, Management & Entrepreneurial Principles Secondary (M200500);
Postsecondary –
Secondary and Postsecondary Industry Certifications: N/A

| | | 16 CORE CURRICULUM CREDITS | | | | | 8 ADDITIONAL CREDITS | |
|---|-----------------------------|----------------------------|--|------------------------------------|---|---|---|--|
|  | ENGLISH 4 credits | MATH 4 credits | SCIENCE 3 credits, 2 with lab | SOCIAL STUDIES 3 credits | OTHER REQUIRED COURSES FINE OR PRACTICAL ARTS (1 credit) PHYSICAL EDUCATION (1 credit) | CAREER AND TECHNICAL EDUCATION COURSES | RECOMMENDED ELECTIVES (ALIGNED WITH COMMUNITY COLLEGE & STATE UNIVERSITY SYSTEM PROGRAMS) | |

- Students are encouraged to begin planning for careers and postsecondary options by exploring resources at mycareershines.org
- 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 24 credit program must be an online course. Cumulative GPA of 2.0 on a 4.0 scale for 24 credit program.

| HIGH SCHOOL | 9 | English I* | Algebra I | Physical Science | Global Studies or World Geography | Physical Education (1 credit) (Not required for ACCEL Program) | Marketing Essentials | Foreign Language for SUS admission or other elective appropriate for student's career and education plan. |
|-------------|----|----------------------------|------------------|------------------|-----------------------------------|---|------------------------|---|
| | 10 | English II | Geometry | Biology | World History | | Marketing Applications | Foreign Language for SUS admission or other elective appropriate for student's career and education plan. |
| | 11 | English III | Algebra II | Chemistry | American History | Fine or Practical Arts Course (1 credit) | Marketing Management | Other elective course appropriate for student's career and education plan. |
| | 12 | English IV | Calculus or Trig | Physics | American Govt/Economics | | Business Ownership | Other elective course appropriate for student's career and education plan. |

| POSTSECONDARY | Based on the Career Cluster of interest and identified career and technical education program, the following postsecondary options are available. | | |
|---------------|---|---|---|
| | TECHNICAL COLLEGE PROGRAM(S) | STATE COLLEGE C.C.C./A.S. PROGRAM(S) | UNIVERSITY/STATE COLLEGE FOUR-YEAR PROGRAM(S) |
| | Orange Technical College Marketing, Management and Entrepreneurial Principles (M200500) PSAV Certificate – 600 hours | VALENCIA COLLEGE PROGRAM(S) College Credit Certificates (C.C.C.) Accounting Technology ; Business Administration ; A.S. Degrees Accounting Technology ; Business Administration ; Office Administration | University of Central Florida B.S. Business Administration , B.S.B.A. Marketing Valencia College B.A.S. Business and Organizational Leadership Broward College B.A.S. Supervision & Management |

| Sample Career Specialties (The Targeted Occupations List may be used to identify appropriate careers.) | | | | | | |
|---|--|--|--|--|---|--|
| CAREER | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%; padding: 5px;"> Retail Salespersons - SOC Code: 41-2031 Marketing Manager - SOC Code: 11-2021 </td> <td style="width: 33%; padding: 5px;"> Marketing Manager - SOC Code: 11-2021 First Line Manager of Retail Sales Workers – SOC Code: 41-1011 Property, Real Estate, & Community Association Managers – SOC Code: 11-9141 </td> <td style="width: 33%; padding: 5px;"> Marketing Manager - SOC Code: 11-2021 </td> </tr> </table> | Retail Salespersons - SOC Code: 41-2031 Marketing Manager - SOC Code: 11-2021 | Marketing Manager - SOC Code: 11-2021 First Line Manager of Retail Sales Workers – SOC Code: 41-1011 Property, Real Estate, & Community Association Managers – SOC Code: 11-9141 | Marketing Manager - SOC Code: 11-2021 | | |
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| CREDIT | Articulation and CTE Dual Enrollment Opportunities | | | | | |
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| Career & Technical Student Assoc. | BPA, Skills USA | | | | | |
| Internship Work Exp: Opportunities | Internship/Work Experience Recommendations are made by the CTE Teacher and/or the school's Career Specialist. | | | | | |

*Florida Department of Education Graduation Requirements: <http://www.fl DOE.org/academics/graduation-requirements/>