

Orange County Public Schools 2019-2020

Career Cluster: Marketing, Sales, & Service

CTE Program: Secondary - Sport, Recreation & Entertainment Marketing (8827400);

Career Cluster Pathways: Professional Sales & Marketing

Postsecondary - Secondary and Postsecondary Industry Certification: 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)	Sport, Recreation & Entertainment Essentials	Foreign Language for SUS admission or other elective appropriate for student's career and education plan.
10	English II	Geometry	Biology	World History		Sport, Recreation & Entertainment 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)	Sport, Recreation & Entertainment Marketing Management	Other elective course appropriate for student's career and education plan.
12	English IV	Calculus or Trig	Physics	American Govt/Economics		Sport, Recreation, & Entertainment Internship	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)
<p align="center">Orange Technical College</p> <p align="center">Marketing, Management and Entrepreneurial Principles (M200500) PSAV Certificate – 600 hours</p>	<p align="center">VALENCIA COLLEGE PROGRAM(S) College Credit Certificates (C.C.C.) Accounting Technology; Business Administration;</p> <p align="center">A.S. Degrees Accounting Technology; Business Administration; Office Administration</p>	<p align="center">University of Central Florida B.S. Business Administration B.S.B.A. Marketing</p> <p align="center">Valencia College B.A.S. Business and Organizational Leadership</p> <p align="center">Broward College B.A.S. Supervision & Management</p>

CAREER		Sample Career Specialties (The Targeted Occupations List may be used to identify appropriate careers.)		
		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
CREDIT		Articulation and CTE Dual Enrollment Opportunities		
		Secondary (K-12) to Technical College (PSAV) (Minimum # of clock hours awarded)	Secondary (K-12) to College Credit Certification or Degree (Minimum # credit hours awarded)	Technical College (PSAV) to AS/BS/BAS Degree (Statewide and other local agreements may be included here)
		Orange Technical College Mid-Florida Campus Marketing, Management and Entrepreneurial Principles (M200500) PSAV Certificate – 300 hours	<p style="text-align: center;">Valencia Articulation by Joint Assessment</p> <p>Completion of two of three marketing courses listed below will earn 3 college credits in <i>MAR 2011 Principles of Marketing</i> in Business Administration programs at the college.</p> <ol style="list-style-type: none"> 1) Sport, Recreation, & Entertainment Essentials (8827410) and/or 2) Sport, Recreation & Entertainment Applications (8827420) and/or 3) Sport, Recreation & Entertainment Marketing Management (8827430) 	<p style="text-align: center;">Valencia Articulation</p> <p>Completion of Marketing, Management and Entrepreneurial Principles program at Orange Technical College awards 3 credits toward Business Administration A.S. Degree.</p> <p>Any A.A. or A.S. degree or at least 60 college credit hours from a regionally accredited institution transfers to Valencia's B.A.S. Business and Organizational Leadership Degree</p>
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.fldoe.org/academics/graduation-requirements/>