


Career Cluster: Marketing Sales and Service

CTE Program: Marketing (Management)

Career Cluster Pathway: Management and Entrepreneurship

Eligible Recipient: Pinellas County Schools Students

	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		CAREER AND TECHNICAL EDUCATION COURSES	RECOMMENDED ELECTIVES (ALIGNED WITH COMMUNITY COLLEGE & STATE UNIVERSITY SYSTEM PROGRAMS)
					FINE ARTS (1 cdt)			
					PHYSICAL EDUCATION (1 cdt)			

Career Cluster of interest identified by students enrolled in required middle school career education course that includes interest assessment and career exploration through CHOICES and ePersonal Education Planner through FACTS.org.

HIGH SCHOOL	9	English 1 or H	Algebra 1 or H, Geometry or H	Earth/Space Science or Biology 1 or H	American Government or H	Elective	Recommended: Computing/College and Careers or Intro. to Information Tech. (IIT satisfies Fine Arts credit requirement)	Foreign Language
	10	English 2 or H	Geometry or H, Algebra 2 or H	Biology 1 or H; or Chemistry, H or AP	World History, H or AP	H.O.P.E	Marketing Essentials	Foreign Language
	11	English 3 or H	3rd Math Credit	3rd Science Credit	American History, H or AP	Elective	Marketing Applications	Elective
	12	English 4, H, or AP	4th Math Credit	Elective	Economics or H	Elective	Marketing Management	Elective

Dual enrollment courses may be used to satisfy high school graduation or Bright Futures Gold Seal Vocational Scholars course requirements - see the Articulation Coordinating Committee's Dual Enrollment Equivalency List and the Bright Futures Comprehensive Course Table.

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 career and technical education program, the following postsecondary options are available.							
	TECHNICAL CENTER PROGRAM(S)			COMMUNITY COLLEGE PROGRAM(S)			UNIVERSITY PROGRAM(S)	

CAREER	Sample Career Specialties (The Targeted Occupations List may be used to identify appropriate careers.)		
	TECHNICAL CENTER Customer Service Representative Administrative Support Representative	COMMUNITY COLLEGE Franchisee Independent Distributor	UNIVERSITY Chief Executive Officer
CREDIT	Articulation and CTE Dual Enrollment Opportunities		
	Secondary to Technical Center (PSAV) (Minimum # of clock hours awarded)	Secondary to College Credit Certificate or Degree (Minimum # of clock or credit hours awarded)	PSAV/PSV to AAS or AS/BS/BAS (Statewide and other local agreements may be included here)
*Possible Industry Certifications (Students):			
Secondary:	Microsoft Office Specialist Bundle (3 of 5)		
Postsecondary:			