

<https://www.ju.edu/academics/programs/>
Career Cluster: Marketing, Sales and Services

CTE Program: Academy of International Business and Marketing – International Marketing Strand
Secondary: Ponte Vedra High School, St. Johns County School District
 International Marketing (8839100)
Postsecondary: St. Johns River State College, St. Augustine
 Business Administration (A.S.-1552020102); Business Management (CCC-0552070101);
 Business Operations (CCC-0552020104); Business Specialist (CCC-0552020103);
 Organizational Management (B.A.S.-1105202990)
University of North FL, Jacksonville
 Marketing (B.S.-52.1401), Transportation and Logistics (B.S.-52.0203), International Business (B.S. and M.S.-52.1101)

Career Cluster Pathway: Professional Sales & Marketing

Industry Certification: Secondary: Microsoft Office Bundle (MICRO069)
Postsecondary: St. Johns River State College and UNF: NA

		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 ARTS (1 credit) PHYSICAL EDUCATION (1 credit)	CAREER AND TECHNICAL EDUCATION COURSES	RECOMMENDED ELECTIVES (ALIGNED WITH COMMUNITY COLLEGE & STATE UNIVERSITY SYSTEM PROGRAMS)
HIGH SCHOOL	<ul style="list-style-type: none"> Students are encouraged to use www.mycareershines.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 24 credit program must be an online course. Cumulative GPA of 2.0 on a 4.0 scale for 24 credit program 							
	9th	English 1, English 1 Honors	Algebra 1, Algebra 1 Honors	Physical Science, Physical Science Honors	World Culture Geography or AP Human Geography	HOPE – Health Opportunities through Physical Education	Digital Information Technology- 8207310 (Practical Arts Credit)	Foreign Language (Chinese recommended)
	10th	English 2, English 2 Honors	Geometry, Geometry Honors, Pre-Calculus	Biology 1, Biology 1 Honors, AP Biology	World History or International Relations Honors	Elective or International Marketing 1-8839110	International Marketing-8839110	Foreign Language (Chinese recommended)
	11th	English 3, English 3 Honors or AP English Language	Algebra 2, Algebra 2 Honors	Earth & Space Science, AP Environmental Science, Chemistry, Chemistry 1 Honors, AP Chemistry	US History, US History Honors, AP US History	Elective or International Marketing 2 (Honors)- 8839120	International Marketing II (Honors)- 8839120	Foreign Language (Chinese Recommended) or UNF Dual Enrollment – Speech SPC 2608
	12th	English 4, English 4 Honors or AP English Literature	Pre-Calculus Honors, Math for College Readiness, Advanced Topics in Math, AP Calculus, AP Statistics	Marine Science, Anatomy & Physiology Honors	American Government or American Government Honors or AP U.S. Government & Politics .5 + Economics.5 or Economics Honors .5, AP Macroeconomics, AP	Elective or UNF Dual Enrollment Contemporary Ethics – PHI 2630	International Marketing III (Honors)-8839130	Foreign Language (Chinese Recommended) or UNF Dual Enrollment – Business Law – BUL 3130

					Microeconomics & DE US Fed Gov't			
POSTSECONDARY	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)		
	St. Johns River State College: Certificates in Business Management, Business Operations, Business Specialist FL State College at Jacksonville: Certificates in Logistics & Transportation Specialist, Sales Agent, Real Estate Sales, Life Insurance Marketing		SJRSC, St. Augustine: Business Administration-A.S. FL State College at Jacksonville: Supply Chain Management-A.S., Business Administration-A.S.			UNF, Jacksonville: Marketing, Transportation & Logistics, International Business Flagler College, St. Augustine: Marketing St. Johns River State College, St. Augustine: Organizational Management FL State College at Jacksonville: Business Administration		
CAREER	Sample Career Specialties – Careers from the Targeted Occupations List are in bold.							
	Customer representative, Marketing Clerk, Sales Associate, Real Estate Sales, Logistics Clerk, Life Insurance Marketing		Customer Service Specialist, Advertising, Market Research, Public Relations, Sales Associate, Retailing, Product Promotions, Real Estate Sales, Life Insurance Marketing, Logistics Clerk, Sales Associate			Market Research, Public Relations, Advertising, Sales Associate, Retailing, Product Promotions, Logistics Clerk, Real Estate Sales, Life Insurance Marketing		
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 included here)		
	No articulation agreement. No CTE Dual Enrollment.		No articulation credits for industry certifications earned in high school. Dual Enrollment courses can be taken on-line at St. Johns River State College: Business-GEB 1011, Personal Finance- FIN1100, Principles of Management-MAN 2021. DE credit is awarded immediately upon enrollment into Business Management. http://www.sjrstate.edu/workforce/careerpathways.html			UNF Dual Enrollment courses - 3 credits per course, Introduction to Global Business- GEB 2956, Business Law- BUL 3130, Contemporary Ethics- PHI 2630, Speech-SPC 2608		
Career and Technical Student Association								
FBLA-Future Business Leaders of America								
Internship/Work Experience Recommendations								
Career Academy students may apply for summer internships after their junior year. Sample internships: Office Receptionist, Logistics Sales/Planning, Chamber of Commerce Marketing and Event Planning								
Program of Study Graduation Requirements: http://www.fldoe.org/academics/graduation-requirements								