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)

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

Career Cluster Pathway: Professional Sales & Marketing

<table>
<thead>
<tr>
<th>16 CORE CURRICULUM CREDITS</th>
<th>8 ADDITIONAL CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGLISH</td>
<td>MATH</td>
</tr>
<tr>
<td>4 credits</td>
<td>4 credits</td>
</tr>
<tr>
<td><strong>HIGH SCHOOL</strong></td>
<td></td>
</tr>
</tbody>
</table>
| • 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 | International Marketing II (Honors)-8839120 | Foreign Language (Chinese recommended) or UNF Dual Enrollment – Speech SPC 2608 |
| 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 |
| 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 |

For more information, visit: https://www.ju.edu/academics/programs/
### Microeconomics & DE US Fed Gov't

Based on the Career Cluster of interest and identified career and technical education program, the following postsecondary options are available.

<table>
<thead>
<tr>
<th>POSTSECONDARY</th>
<th>TECHNICAL CENTER PROGRAM(S)</th>
<th>COMMUNITY COLLEGE PROGRAM(S)</th>
<th>UNIVERSITY PROGRAM(S)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FL State College at Jacksonville: Certificates in Logistics &amp; Transportation Specialist, Sales Agent, Real Estate Sales, Life Insurance Marketing</td>
<td>FL State College at Jacksonville: Supply Chain Management-A.S., Business Administration-A.S.</td>
<td>Flagler College, St. Augustine: Marketing</td>
<td></td>
</tr>
<tr>
<td>SJRSC, St. Augustine: Business Administration-A.S.</td>
<td>St. Johns River State College, St. Augustine: Organizational Management</td>
<td>FL State College at Jacksonville: Business Administration</td>
<td></td>
</tr>
</tbody>
</table>

### 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

### 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.


- 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](http://www.fldoe.org/academics/graduation-requirements)