

2012-13 Career Major Sequence of Courses
Cluster: Marketing, Sales and Service
Pathway: Management and Entrepreneurship

Small Business Assistant 600 hours	Small Business Owner 960 hours	Small Business Entrepreneur 1080 hours	Retail Management 780 hours	Independent Distributor 1020 hours	Franchise Owner 960 hours
Intro to Entrepreneurship 120 hours	Intro to Entrepreneurship 120 hours	Fundamentals of Technology 120 hours	Intro to Business/Marketing 60 hours	Intro to Business/Marketing 60 hours	Intro to Business/Marketing 60 hours
Personal Finance 120 hours	Business Communications 120 hours	Business and Marketing Communications 60 hours	Business and Marketing Communications 60 hours	Marketing Fundamentals 120 hours	Business and Marketing Communications 60 hours
Business Communications 120 hours	Personal Finance 120 hours	Entrepreneurship Awareness 60 hours	Customer Service 60 hours	Entrepreneurship 120 hours	Entrepreneurship Awareness 60 hours
Entrepreneurship: Business Development 120 hours	Entrepreneurship: Business Development 120 hours	Entrepreneurship 120 hours	Marketing Fundamentals 120 hours	Business and Marketing Communications 60 hours	Marketing Fundamentals 120 hours
Career Major Capstone 120 hours	Fundamentals of Technology 120 hours	Accounting I 120 hours	Entrepreneurship 120 hours	Product & Service Sales 120 hours	Product and Service Sales 120 hours
	Entrepreneurship: Business Management 120 hours	Buying and Merchandising 60 hours	Product & Service Sales 600 hours	Buying and Merchandising 60 hours	Buying and Merchandising 60 hours
	E-Commerce Marketing 120 hours	E-Commerce Marketing 120 hours	Buying and Merchandising 60 hours	Accounting I 120 hours	Business Management and Supervision 120 hours
	Career Major Capstone 120 hours	Advertising Strategies 120 hours	Business Management and Supervision 120 hours	Business Management and Supervision 120 hours	Entrepreneurship 120 hours
		Advanced Entrepreneurship 120 hours	Career Major Capstone 120 hours	Advanced Entrepreneurship 120 hours	Advanced Entrepreneurship 120 hours
		Career Major Capstone 120 hours		Career Major Capstone 120 hours	Career Major Capstone 120 hours

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International Business Entrepreneur 1260 hours	Introduction to Entrepreneurship 720 hours	Business Management Entrepreneurship 600 hours
Fundamentals of Technology 120 hours	Entrepreneurship Awareness 60 hours	Entrepreneurship 120 hours
Entrepreneurship Awareness 120 hours	Business and Marketing Communications 60 hours	Intro to Business/Marketing 60 hours
Marketing Fundamentals 120 hours	Entrepreneurship 120 hours	International Business and Marketing 120 hours
International Business and Marketing 120 hours	Accounting I 120 hours	Buying and Merchandising 60 hours
Marketing Economics 60 hours	Buying and Merchandising 60 hours	Career Major Capstone 120 hours
E-Commerce Marketing 120 hours	Advertising Strategies 120 hours	Business Management and Supervision 120 hours
Global Markets and Trade 120 hours	Career Major Capstone 120 hours	
Accounting I 120 hours		
Entrepreneurship 120 hours		
Advanced Entrepreneurship 120 hours		
Career Major Capstone 120 hours		

**2012-13 Career Major Sequence of Courses
Cluster: Marketing, Sales and Service
Pathway: Professional Sales and Marketing**

Sports Marketing Assistant 900 hours	Assistant Sales Manager 840 hours	Customer Service Representative 600 hours	Professional Sales Representative 780 hours	Sales Assistant 720 hours	Sports & Entertainment Marketing Assistant 540 hours
Intro to Sports Marketing 60 hours	Fundamentals of Technology 120 hours	Fundamentals of Technology 120 hours	Fundamentals of Technology 120 hours	Customer Service 60 hours	Intro to Sports Marketing 60 hours
Sports and Entertainment Marketing 120 hours	Customer Service 60 hours	Employment Essentials 60 hours	Employment Essentials 60 hours	Marketing Fundamentals 120 hours	Sports and Entertainment Marketing 120 hours
Sales and Sales Promotion 60 hours	Marketing Fundamentals 120 hours	Customer Service 60 hours	Customer Service 60 hours	Product and Service Sales 60 hours	Business and Marketing Communications 60 hours
Business and Marketing Communications 60 hours	Business and Marketing Communications 60 hours	Marketing Fundamentals 120 hours	Marketing Fundamentals 120 hours	Business and Marketing Communications 60 hours	Advertising Strategies 120 hours
Advertising Strategies 120 hours	Product and Service Sales 60 hours	Business and Marketing Communications 60 hours	Business and Marketing Communications 60 hours	Sales and Sales Promotion 60 hours	Sales and Sales Promotion 60 hours
Sports and Entertainment Management 120 hours	Sales and Sales Promotion 60 hours	Product & Service Sales 60 hours	Product & Service Sales 60 hours	Business Management and Supervision 120 hours	Career Major Capstone 120 hours
Public Relations Marketing 120 hours	Business Management and Supervision 120 hours	Career Major Capstone 120 hours	Sales and Sales Promotion 60 hours	Professional Sales 120 hours	
Professional Sales 120 hours	Advertising Strategies 120 hours		Professional Sales 120 hours	Career Major Capstone 120 hours	
Career Major Capstone 120 hours	Career Major Capstone 120 hours		Career Major Capstone 120 hours		

**2012-13 Career Major Sequence of Courses
Cluster: Marketing, Sales and Service
Pathway: Buying and Merchandising**

Fashion Buyer 840 hours	Visual Merchandiser 720 hours	Merchandise Manager 780 hours
Intro to Fashion Design and Marketing 60 hours	Employment Essentials 60 hours	Customer Service 60 hours
Customer Service 60 hours	Customer Service 60 hours	Marketing Fundamentals 120 hours
Marketing Economics 60 hours	Product & Service Sales 120 hours	Business and Marketing Communications 60 hours
Product & Service Sales 120 hours	Sales and Sales Promotion 60 hours	Buying and Merchandising 60 hours
Buying and Merchandising 60 hours	Buying and Merchandising 60 hours	Marketing Economics 60 hours
Fashion Marketing 120 hours	Fashion Marketing 120 hours	Sales and Sales Promotion 60 hours
International Business and Marketing 120 hours	Professional Sales 120 hours	Business Management and Supervision 120 hours
Advanced Fashion Marketing 120 hours	Career Major Capstone 120 hours	Professional Sales 120 hours
Career Major Capstone 120 hours		Career Major Capstone 120 hours

2012-13 Career Major Sequence of Courses
Cluster: Marketing, Sales and Service
Pathway: Marketing Communications and Promotion

Marketing Communications Associate 960 hours	Marketing Assistant 660 hours	Public Relations Manager 900 hours	Public Information Specialist 720 hours
Fundamentals of Technology 120 hours	Fundamentals of Technology 120 hours	Employment Essentials 60 hours	Employment Essentials 60 hours
Employment Essentials 60 hours	Customer Service 60 hours	Customer Service 60 hours	Customer Service 60 hours
Customer Service 60 hours	Marketing Fundamentals 120 hours	Marketing Fundamentals 120 hours	Marketing Fundamentals 120 hours
Marketing Fundamentals 120 hours	Sales and Sales Promotion 60 hours	Business and Marketing Communications 60 hours	Business and Marketing Communications 60 hours
Business and Marketing Communications 60 hours	Business and Marketing Communications 60 hours	Public Relations Marketing 120 hours	Sales and Sales Promotion 60 hours
Product & Service Sales 60 hours	Advertising Strategies 120 hours	Advertising Strategies 120 hours	Advertising Strategies 120 hours
Advertising Strategies 120 hours	Career Major Capstone 120 hours	Business Management and Supervision 120 hours	Public Relations Marketing 120 hours
Marketing Research 120 hours		Marketing Research 120 hours	Career Major Capstone 120 hours
Public Relations Marketing 120 hours		Career Major Capstone 120 hours	
Career Major Capstone 120 hours			

2012-13 Career Major Sequence of Courses
Cluster: Marketing, Sales and Service
Pathway: Integrated Marketing

E-Marketing Specialist 780 hours	Mobile Marketing 900 hours
Intro to Business/ Marketing 60 hours	Customer Service 60 hours
Marketing Economics 60 hours	Marketing Economics 60 hours
International Business and Marketing 120 hours	Marketing Fundamentals 120 hours
Fundamentals of Web Design 120 hours	Product & Service Sales 120 hours
Advertising Strategies 120 hours	Business and Marketing Communications 60 hours
Sales and Sales Promotion 60 hours	Advertising Strategies 120 hours
E-Commerce Marketing 120 hours	Marketing Research 120 hours
Career Major Capstone 120 hours	E-Commerce Marketing 120 hours
	Career Major Capstone 120 hours