

MARKETING, MANAGEMENT & ENTREPRENEURIAL PRINCIPLES

(PROGRAM #9200500)

The Marketing, Management & Entrepreneurial Principles pathway emphasizes the development of management and leadership skills needed in marketing occupations such as: advertising, selling, entrepreneurship and international business.

Students in this pathway will participate in the following Career Technical Student Organization(s) (CTSO). DECA

PROFESSIONAL CAREER CERTIFICATIONS*

Industry Certification Title	CAPE college credits	Graduation Online Course Requirement	Math/Sci Waiver (non-EOC)
Microsoft Office Specialist	N/A	YES	NO
Microsoft Office Master Specialist	N/A	YES	NO
ADOBE Dreamweaver	3 credits	YES	YES
ADOBE Photoshop CC	N/A	YES	NO
ADOBE InDesign	N/A	YES	NO

POST SECONDARY OPTIONS

Options	Pathway	Career**	Avg. Salary**
COLLEGE / UNIVERSITY ENROLLMENT	Marketing Management BS Business Administration BA Entrepreneurship AS Marketing Management AS	Social Media Specialist Operations Manager Business Administrator International Business Manager	\$52,698 \$64,845 \$56,815 \$73,131
REGISTERED APPRENTICESHIP	N / A	N / A	N / A
WORKFORCE	Marketing Management	Human Resource Assistant Retail sales associate	\$14.49/hr \$11.18/hr

COLLEGE SCHOLARSHIPS

<p>Florida Gold Seal Vocational Scholars (GSV)</p> <p>Funds 2-year programs: Technical College certificate or State College degree</p>	<p>The Florida Gold Seal Vocational Scholars (GSV) can be used to fund a career education or certificate program at a Technical or State College.</p> <p>To earn this scholarship students must:</p> <ul style="list-style-type: none"> • Complete 3 credits within a single pathway • 3.0 weighted core GPA • 3.5 unweighted GPA in the pathway courses • Minimum college ACT, SAT, or PERT scores <p>Click here to see the full eligibility requirements: www.floridastudentfinancialaid.org/SSFAD/PDF/BFHandbookChapter1.pdf</p>
<p>Florida Gold Seal CAPE Scholars (GSC)</p> <p>Funds a 2+2 bachelor's degree (BS or BAS)</p>	<p>The Florida Gold Seal CAPE Scholars award (GSC) can be used to fund a career education or certificate program.</p> <p>To earn this scholarship students must:</p> <ul style="list-style-type: none"> • Pass Industry Certification exam(s) equaling 5 or more college credits • Document a minimum of 30 service hours <p>Click here to see the full GSC eligibility requirements: www.floridastudentfinancialaid.org/SSFAD/PDF/BFHandbookChapter1.pdf</p> <p>Click here to see Industry Certification awarded college credits: http://www.fldoe.org/academics/career-adult-edu/career-technical-edu-agreements/industry-certification.stml</p>

SCHOOLS OFFERING THIS PATHWAY

High Schools:	Cooper City Coral Glades Cypress Bay Deerfield Beach Flanagan Fort Lauderdale Hollywood Hills Miramar Monarch Northeast Piper South Plantation Marjory Stoneman Douglas J.P. Taravella West Broward	Similar CTE Pathway Programs: <i>Floral Design & Marketing</i> Miramar <i>Entrepreneurship</i> Coconut Creek Cypress Bay Lauderhill 6-12 <i>Fashion Marketing</i> Cooper City Coral Glades Hollywood Hills <i>Sport, Recreation & Entertainment Marketing</i> Coral Glades Miramar <i>Electronic Business Enterprise</i> Deerfield Beach Hallandale HS Hollywood Hills Nova
Middle Schools:	n/a	

COURSE PROGRESSION

Course	Course #	Teacher Certification
Marketing Essentials (practical arts)	8827110	Business Ed. Marketing
Marketing Applications (local honors)	8827120	
Marketing Management (local honors)	8827130	
Business Ownership (honors)	8812000	

CAREER PATHWAY OPPORTUNITIES

CTE pathways offer students opportunities to continue their education after high school. Dual Enrollment pertains to students taking college courses while enrolled in high school. Articulation agreements allow students to earn college credit for CTE courses and industry certifications earned in high school.

Workplace Experience	CTE students have the opportunity to complete a pre-professional learning experience the summer after 11 th grade in their chosen field of study or career interest. www.browardschools.com/CTACE
Broward Technical Colleges	Students who have passed courses in a high school CTE program or earned an Industry Certification can apply those credits to the aligned postsecondary program. Contact a BTC Counselor for more information or follow the link to see how you can save time and money when you attend a Broward Technical College. http://www.browardtechnicalcolleges.com/articulation-agreement
Broward College	Marketing Management AS [6 credits]

*Industry certifications offered may vary by school.
**Salary data collected from Indeed.com, 04/2017



CONTACT INFORMATION

Broward County Public Schools: Career, Technical, Adult and Community Education

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BUSINESS

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