

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 Bundle	3 credits	YES	YES
Microsoft Office Master Bundle	3 credits	YES	YES
ADOBE Dreamweaver	3 credits	YES	YES
ADOBE Photoshop CC	3 credits	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>2-year program at Technical College or State college EST. VALUE \$6,293</p> <p>2 year BS program at a Florida University EST. VALUE \$12,763</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:	Coral Glades Cypress Bay Deerfield Beach Hollywood Hills Miramar Monarch	Northeast Piper South Plantation Marjorie Stoneman Douglas J.P. Taravella West Broward
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 DUAL ENROLLMENT / ARTICULATION OPPORTUNITIES

Articulation credit requirements	<ul style="list-style-type: none"> • C or better in all pathway courses • Enroll in the identified program • Complete requirements at: www.Broward.edu/academics/CPL
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POST SECONDARY OPTION	PROGRAM	ARTICULATION CREDITS
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
754-321-8400 www.BrowardSchools.com CTACE@BrowardSchools.com

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