


Career Cluster: International Marketing				CTE Program: Academy of International Business and Marketing-8839100				
Career Cluster Pathway: Marketing Sales and Service				Industry Certification: Entrepreneurship and Small Business, Social Media Strategist				
 International Marketing	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 fchoices.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	Math	science	World Geography/AP HumanGeo	HOPE – Health Opportunities through Physical Education	Marketing Essentials	Foreign Language (Chinese recommended)
	10th	English 2	Math	science	World History or International Relations Honors	Fine or Practical Art	International Marketing I	Foreign Language (Chinese recommended))
	11th	English 3	Math	science	Social Studies	Elective	International Marketing II (H)	Foreign Language (Chinese recommended)
	12th	English 4	Math	science	American Government .5 + Economics.5 DE Macro/Micro Econ & DE US Fed Gov't	Elective	International Marketing III (H)	Foreign Language (Chinese recommended)
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)		
	FSCJ: logistics and transportation specialist marketing operations TC 6256;;Industrial equipment mechanic/ Electrical/Electronic Tech/Avionics Techs/Distribution Associate/Inventory Specialist		FSCJ-Business Administration (Marketing Management) (A313)			UNF: Logistics, International Business, Marketing, finance FSU: Marketing, Professional Sales UF: Business Administration – Marketing, International Studies UCF: BSBA – Marketing, Professional Sales,		
CAREER	Sample Career Specialties – Careers from the Targeted Occupations List are in bold.							
	Truck drivers; customer representatives; shipping and receiving clerk; sales manager		Marketing, Professional Sales, Accountants, auditors, Business operations specialists, freight rate specialist, database administrator, financial analyst; personal financial advisor			Logistics manager, transportation manager, inventory planning and control manager, financial manager, marketing managers, purchasing agents		
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)		
						UNF, JU, FSU, UCF Public Speaking (SPC 2608); Business Law/Ethics		
Career and Technical Student Association								
Future Business Leaders of America								
Internship/Work Experience Recommendations								
Career Academy students may apply for summer internships after their junior year. Sample internships: receptionists, logistics, Chamber of Commerce, clerks								
Program of Study Graduation Requirements: http://www.fldoe.org/workforce/perkins/pdf/POS-GradChecklist.pdf								