

Industry Credentials, Concentration Sequences, and Career Clusters

Principles of Business and Marketing (6115, 6116)

Industry Credentials:

These apply only to 36-week courses.

- College and Work Readiness Assessment (CWRA+)
- National Career Readiness Certificate Assessment
- Workplace Readiness Skills for the Commonwealth Examination

Concentration Sequences:

*A combination of this course and those below, equivalent to two 36-week courses, is a **concentration sequence**. A **program completer** is a student who has met the requirements for a CTE concentration sequence and all other requirements for high school graduation or an approved alternative education program. Students wishing to complete a specialization may take additional courses based on their career pathways.*

- Accounting (6320/36 weeks)
- Accounting, Advanced (6321/36 weeks)
- Business Law (6131/36 weeks)
- Business Law (6132/18 weeks)
- Business Management (6135/36 weeks)
- Business Management (6136/18 weeks)
- Computer Information Systems (6612/36 weeks)
- Computer Information Systems (6614/18 weeks)
- Computer Information Systems, Advanced (6613/36 weeks)
- Computer Information Systems, Advanced (6615/18 weeks)
- Design, Multimedia, and Web Technologies, Advanced (6631/36 weeks)
- Design, Multimedia, and Web Technologies, Advanced (6633/18 weeks)
- Digital Applications (6611/36 weeks)
- Digital Applications (6617/18 weeks)
- Entrepreneurship (9093/36 weeks)
- Entrepreneurship, Advanced (9094/36 weeks)
- Fashion Marketing (8140/36 weeks)
- Fashion Marketing, Advanced (8145/36 weeks)

- International Baccalaureate Business Management (IB6135/36 weeks)
- International Baccalaureate Information Technology in a Global Society (IB6613/36 weeks)
- Introduction to Fashion Careers (8247/18 weeks)
- Introduction to Fashion Careers (8248/36 weeks)
- Introduction to Marketing (8110/36 weeks)
- Introduction to Marketing (8111/18 weeks)
- Legal Administration (6736/18 weeks)
- Legal Administration (6735/36 weeks)
- Lodging Management (formerly Hotel Management and Operations) (8159/36 weeks)
- Marketing (8120/36 weeks)
- Marketing Management (8132/36 weeks)
- Marketing, Advanced (8130/36 weeks)
- Medical Administration (6731/18 weeks)
- Medical Administration (6730/36 weeks)
- Office Administration (6622/18 weeks)
- Office Administration (6621/36 weeks)
- Office Specialist I--Preparation (6740/36 weeks)
- Office Specialist II--Preparation (6741/36 weeks)
- Office Specialist III--Preparation (6742/36 weeks)
- Opportunities in Global Trade (8135/36 weeks)
- Opportunities in Global Trade, Advanced (8136/36 weeks)
- Real Estate (8191/36 weeks)
- Sports and Entertainment Management (8177/36 weeks)
- Sports and Entertainment Marketing (8175/36 weeks)
- Travel and Tourism Marketing (formerly Opportunities in Hospitality and Tourism) (8139/36 weeks)
- Travel, Tourism, and Destination Marketing (formerly Travel and Tourism Marketing and Sales) (8169/36 weeks)

Career Clusters, Career Pathways, and Occupations:

- Arts, Audio/Video Technology and Communications
 - Audio and Video Technology and Film
 - Audio and Video Equipment Technician
 - Producer
- Business Management and Administration
 - Administrative Support
 - Administrative Assistant
 - Computer Operator
 - Customer Service Representative
 - Executive Assistant
 - Front Office Assistant
 - Information Assistant
 - Office Manager

- Order Processor
 - Receptionist
 - Records Processing Assistant
 - Shipping and Receiving Clerk
- Business Information Management
 - Front Office Assistant
 - Information Assistant
 - Receptionist
- General Management
 - Administrative Services Manager
 - Bill and Account Collector
 - Customer Service Representative
 - Entrepreneur
 - General Manager
 - Human Resources Manager
 - Meeting and Convention Planner
 - Office Manager
 - Operations Manager
- Human Resources Management
 - Administrative Assistant
 - Human Resources Administrative Assistant
 - Office Manager
- Operations Management
 - Administrative Services Manager
 - Chief Operating Officer
 - Customer Service Representative
 - Customer Service Supervisor
 - Department Manager
 - Entrepreneur
 - Marketing Manager
 - Master Scheduler
 - Operations Manager
 - Procurement Specialist
 - Purchasing Manager
 - Sales Manager
 - Salesperson
- Hospitality and Tourism
 - Lodging
 - Bookkeeping, Accounting, or Auditing Clerk
 - Chief Engineer
 - Concierge
 - Front Desk Clerk
 - Front Office Manager
 - Lodging Manager
 - Marketing Manager
 - Recreation, Amusements and Attractions

- Advertising and Promotions Manager
 - Caterer
 - Meeting and Convention Planner
 - Recreation Supervisor
 - Recreation Worker
 - Retail Manager
 - Sports Promoter
- Restaurants and Food and Beverage Services
 - Destination Manager
 - Facilities Manager
 - Food Service Manager
 - Host, Hostess
 - Meeting and Convention Planner
- Travel and Tourism
 - Human Resources Manager
 - Meeting and Convention Planner
 - Tour, Travel Guide
 - Travel Agent
- Marketing
 - Marketing Communications
 - Advertising and Promotions Manager
 - Art Director
 - Marketing Manager
 - Media Planner, Buyer
 - Public Relations Specialist
 - Sales Manager
 - Marketing Management
 - Brand Manager
 - Chief Executive Officer
 - Entrepreneur
 - General Manager
 - Marketing Manager
 - Retail Manager
 - Marketing Research
 - Brand Manager
 - Database Administrator
 - Market Research Analyst
 - Product Planner
 - Merchandising
 - Account Executive
 - Merchandise Buyer
 - Merchandise Displayer, Window Trimmer
 - Merchandise Manager
 - Merchandising Coordinator
 - Retail Manager
 - Professional Sales

- Account Executive
 - Entrepreneur
 - Manufacturer's Sales Representative
 - Sales Manager
 - Salesperson
 - Telemarketer
 - Trade Show Manager
- Transportation, Distribution and Logistics
 - Health, Safety, and Environmental Management
 - Health, Safety, and Environment Manager
 - Sales and Service
 - Billing Clerk
 - Customer Service Representative (CSR)
 - Dispatcher
 - Office Manager
 - Parts Salesperson
 - Statement Clerk