

Industry Credentials, Concentration Sequences, and Career Clusters

Digital and Social Media Marketing (8125)

Industry Credentials:

These apply only to 36-week courses.

- A*S*K Fundamental Marketing Concepts Assessment
- Business of Retail: Operations & Profit Examination
- College and Work Readiness Assessment (CWRA+)
- Customer Service and Sales Certification Assessment
- 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.*

- Entrepreneurship (9093/36 weeks)
- Entrepreneurship, Advanced (9094/36 weeks)
- Fashion Marketing (8140/36 weeks)
- Fashion Marketing, Advanced (8145/36 weeks)
- Introduction to Fashion Careers (8248/36 weeks)
- Introduction to Fashion Careers (8247/18 weeks)
- Introduction to Marketing (8110/36 weeks)
- Introduction to Marketing (8111/18 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)
- Opportunities in Global Trade (8135/36 weeks)
- Opportunities in Global Trade, Advanced (8136/36 weeks)
- Principles of Business and Marketing (6115/36 weeks)
- Principles of Business and Marketing (6116/18 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:

- Marketing
 - Marketing Communications
 - Art Director
 - Copy Writer
 - Marketing Manager
 - Multimedia Artist, Animator
 - Public Relations Manager
 - Web Developer
 - Marketing Management
 - Copy Writer
 - Marketing Manager
 - Multimedia Artist, Animator
 - Public Relations Manager
 - Web Developer
 - Marketing Research
 - 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
 - Manufacturer's Sales Representative
 - Sales Manager
 - Salesperson
 - Wholesale and Manufacturing, Technical and Scientific Products Sales Representative