

# Industry Credentials, Concentration Sequences, and Career Clusters

## Sports and Entertainment Marketing (8175)

### 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
- Recreation, Amusements, and Attractions 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.*

- Digital and Social Media Marketing (8125/36 weeks)
- Entrepreneurship (9093/36 weeks)
- Entrepreneurship, Advanced (9094/36 weeks)
- Introduction to Marketing (8110/36 weeks)
- Introduction to Marketing (8111/18 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)
- Sports and Entertainment Management (8177/36 weeks)

### Career Clusters, Career Pathways, and Occupations:

- Hospitality and Tourism
  - Lodging
    - Concierge
    - Front Desk Clerk Front Office Manager
    - Lodging Manager Marketing Manager

- Reservationist
- Recreation, Amusements and Attractions
  - Advertising and Promotions Manager
  - Meeting and Convention Planner
  - Recreation Supervisor
  - Recreation Worker
  - Retail Manager
  - Sports Promoter
- Restaurants and Food and Beverage Services
  - Destination Manager
  - Entrepreneur
  - Facilities Manager
  - Food Service Manager
  - Franchisee
  - Host, Hostess
  - Meeting and Convention Planner
- Travel and Tourism
  - Director of Convention and Visitors Bureau
  - Director of Tourism Development
  - Human Resources Manager
  - Meeting and Convention Planner
  - Tour, Travel Guide
  - Travel Agent