

Industry Credentials, Concentration Sequences, and Career Clusters

Travel, Tourism, and Destination Marketing (8169)

Industry Credentials:

These apply only to 36-week courses.

- A*S*K Fundamental Marketing Concepts Assessment
- Business of Retail: Operations & Profit Examination
- Certified Hospitality and Tourism Management Professional Examination
- College and Work Readiness Assessment (CWRA+)
- Customer Service and Sales Certification Assessment
- National Career Readiness Certificate Assessment
- Travel and Tourism 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)
- Travel and Tourism Marketing (formerly Opportunities in Hospitality and Tourism) (8139/36 weeks)

Career Clusters, Career Pathways, and Occupations:

- 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
 - Meeting and Convention Planner
 - Tour, Travel Guide
 - Travel Agent