

Career Pathway: Marketing, Sales & Service Academy of Marketing & Retail Services

Program Strand: International Marketing

Students in Marketing will perform a range of skilled tasks using discretion and judgment, and who are required to select, adapt and transfer skills to different situations including:

Secondary Career Academy Development Timetable (academy classes are listed in bold type)

Pre-Academy Grades 6 – 8	Grade 9	Grade 10	Grade 11	Grade 12
M/J Vocational Wheel 3 BU 800022012 Semester Courses: Business Keyboarding 820011011¹ Comp App in Bus 1 820022011¹ Comp App in Bus 2 820021011¹ Orientation to Marketing Occupations 8800110² Exploration of Marketing Occupations 8800210² ¹ Recommended for 7 th grade ² Recommended for 8 th grade	English I	English II	English III	English IV
	Algebra or higher	Geometry or higher	Algebra II or higher	Statistics or higher
	Earth & Space Science or Biology	Biology or Chemistry	Chemistry or Physics or Physical Science	Science elective
	World History	P.E.	American History	American Government / Economics
	9 th Grade Transition	Foreign Language	Foreign Language	Marketing OJT
	Computing for College & Careers 820902001	International Marketing 1 8839110	International Marketing 2 8839120	International Marketing 3 8839130
	Marketing Essentials 8827110	Elective	Elective	Elective
Elective	Elective	Elective	Elective	

Suggested Electives:

- Students may in their Junior or Senior year opt to participate in the Career Experience Opportunity (CEO) internship program using the following course number: Workplace Essentials – 83003101A (Honors .5) and CEO internship – 0500330CE (Honors .5).
- Students may complete more than one program within the Academy of Marketing & Retail Services providing courses are offered at the school site.
- In addition, students can choose to enroll in AP Psychology, Computing for College & Careers and Foreign Language (3rd year) classes to enhance their marketability.

To find a Miami-Dade County Public High School with this Program Strand, please link to http://ssr.dadeschools.net/acad_tally_schls.pdf.

Opportunities	Student Organizations / Clubs	Earn Upon Completion
<ul style="list-style-type: none"> • Job Shadowing • Internship • Portal to CEO 	<ul style="list-style-type: none"> • Service Learning • School-Based Enterprise 	<ul style="list-style-type: none"> • <i>DECA</i>, An Association of Marketing Students
		<ul style="list-style-type: none"> • For more information on the Florida Department of Education Bright Futures Scholarship Programs: Florida Academic Scholars Award (FAS), Florida Medallion Scholars Award (FMS), and Florida Gold Seal Vocational Scholars Award (GSV) please contact a guidance counselor or visit: http://www.floridastudentfinancialaid.org/ssfad/factsheets/BF.htm. • For more information about TECH PREP Articulation Agreements with local colleges, please contact your guidance counselor.

POSTSECONDARY OPTIONS

Certification Programs	Community College (A.A./A.S.) or Proprietary Programs	Four-Year College and University Programs	Other
Miami-Dade College <ul style="list-style-type: none"> • Academy of International Marketing 	Miami-Dade College <ul style="list-style-type: none"> • International Relations • Marketing Mgmt. – International Trade / International Mgmt. • Business Administration 	Florida International University – Marketing / Accounting Florida Gulf Coast University – Accounting / Finance University of West Florida – Global Marketing / E-Commerce Marketing	<ul style="list-style-type: none"> • On the job training

CAREER OPTIONS

Entry Level	After Post-Secondary Education
<ul style="list-style-type: none"> • Clerk • Customer Service Assistant • Independent Business Owner 	<ul style="list-style-type: none"> • Business Manager • Retail Manager • Sales Director • Office Manager • Independent Business Owner • Customer Service Manager