

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

Program Strand: Marketing

Students who choose a career in Marketing perform a variety of duties including: estimating the demand for products and services, identifying potential markets, developing pricing strategy to help firms maximize profits and market share, monitoring trends that indicate the need for new products and services, and overseeing product development.

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	Marketing Essentials 8827110	Marketing Applications 8827120	Marketing Management 8827130
	Elective	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 numbers: 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, 3rd year of Foreign Language 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"> • Internship • Cooperative Education • Job Shadowing • School-Based Enterprise • Service Learning • Portal to CEO 	<ul style="list-style-type: none"> • DECA, An Association of Marketing Students 	<ul style="list-style-type: none"> • Industry Title & FLDOE OCP's correlated to the individual areas. • 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 • Insurance Marketing • Real Estate Marketing 	Miami-Dade College <ul style="list-style-type: none"> • International Relations • Marketing Management • Business Administration 	Florida International University – Marketing / Accounting University of Florida - Marketing University of West Florida – Marketing Florida State University - 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