


Career Cluster: Marketing Education					CTE Program: VyStar Academy of Business & Finance-Pedro Menendez High Customer Service Representative - 8848100			
Career Cluster Pathway: Marketing, Information Management & Research					Industry Certification: Microsoft Office Bundle (MICRO069)			
	16 CORE CURRICULUM CREDITS					8 ADDITIONAL CREDITS		
	ENGLISH 4 credits	MATH 4 credits	SCIENCE 3 credits, 2 with lab	SOCIAL STUDIES 3 credits	OTHER REQUIRED COURSES FINE ARTS (1 credit) PHYSICAL EDUCATION (1 credit)	CAREER AND TECHNICAL EDUCATION COURSES	RECOMMENDED ELECTIVES (ALIGNED WITH COMMUNITY COLLEGE & STATE UNIVERSITY SYSTEM PROGRAMS)	
HIGH SCHOOL	<ul style="list-style-type: none"> Students are encouraged to use fchoices.org to explore careers and postsecondary options. Students are also encouraged to participate in dual enrollment courses which may be used to satisfy high school graduation or Bright Futures Gold Seal Vocational Scholars course requirements. One course within the 24 credit program must be an online course. Cumulative GPA of 2.0 on a 4.0 scale for 24 credit program 							
	9th	English 1	Algebra I	Physical Science	World Geography or AP Human Geography	HOPE – Health Opportunities through Physical Education	Intro to Information Technology (Fine Arts Credit)-8207310	Elective or Digital Design I-8209510
	10th	English 2	Geometry	Biology	World History Honors	World Language 1	Customer Service Representative 1-8848110	Elective or Digital Design II-8209520, Business Software Applications 1-8212120 or Accounting I-8203310
	11th	English 3	Math	Earth Science	American History	World Language 2	Customer Service Representative 2-8848120	Elective or Digital Design III-8209530, Business Software Applications 1-8212120 or Accounting II-8203320
	12th	English 4	Math	Science or Economics	American Government .5 + Economics .5 DE Macro/Micro Econ & DE US Fed Gov't	Elective or Economics	Customer Service Representative 2-8848130	Elective or Digital Design IV-8209540, Business & Entrepreneurial Principles-8215120 or Digital Design I-8209510
POSTSECONDARY	Based on the Career Cluster of interest and identified career and technical education program, the following postsecondary options are available.							
	TECHNICAL CENTER PROGRAM(S)		COMMUNITY COLLEGE PROGRAM(S)			UNIVERSITY PROGRAM(S)		
	St. Johns River State College, St. Augustine: Technical Certificates – Accounting, Business, Computer Specialist, Legal Office Support, Medical Office Support, Office Support		St. Johns River State College, St. Augustine: A.S. Accounting Technology, Business Administration, Office Administration (Office Management, Medical Office or Legal Office Systems), Office Administration, Computer Science			University of North Florida, Jacksonville: Accounting, Finance, Financial Services, International Business, Management, Marketing, Business Administration, Entrepreneurship Flagler College, St. Augustine: Accounting, Advertising, Business Administration, Finance, Graphic Design		
CAREER	Sample Career Specialties – Careers from the Targeted Occupations List are in bold.							
	Auditing or Billing Clerk, Bookkeeper, Paralegal, Bank Teller, Customer Service Sales		Accountant, Auditor, Business Operations Specialist, Legal Secretary, Public Relations Specialist, Database technician, Digital Designer Assistant, Administrative Assistant			Accountant, Operations Manager, Graphic Designer, Sales Agent, Loan Officer, Database Administrator, Financial Analyst, Purchasing Agent		
CREDIT	Articulation and CTE Dual Enrollment Opportunities							
	Secondary to Technical Center (PSAV) (Minimum # of clock hours awarded)		Secondary to College Credit Certificate or Degree (Minimum # of clock or credit hours awarded)			PSAV/PSV to AAS or AS/BS/BAS (Statewide and other local agreements included here)		
	No articulation agreement. No CTE Dual Enrollment.		St. Johns River State College - Dual Enrollment courses offered – Introduction to Business-GEB 1011, Introduction to Management-MAN 2021. Industry Certifications of 3 credits each are awarded immediately upon enrollment – value \$78.84 per credit hour: Microsoft Office Bundle = Computer Science major, Course OST1764. http://www.sirstate.edu/workforce/careerpathways.html			No articulation agreement. No CTE Dual Enrollment.		
Career and Technical Student Association								
Future Business Leaders of America (FBLA)								
Internship/Work Experience Recommendations								
Career Academy students may apply for summer internships after their junior year. Sample internships: bank teller, customer service representative, receptionist and office receptionist or clerk.								
Program of Study Graduation Requirements: http://www.fldoe.org/workforce/perkins/pdf/POS-GradChecklist.pdf								