



MARKETING

- Advertising Campaign **ADC**
- Apparel and Accessories Marketing Series **AAM**
- Automotive Services Marketing Series **ASM**
- Business Services Marketing Series **BSM**
- Buying and Merchandising Operations Research **BMOR**
- Buying and Merchandising Team Decision Making **BTDM**
- Community Service Project **CSP**
- Creative Marketing Project **CMP**
- Fashion Merchandising Promotion Plan **FMP**
- Food Marketing Series **FMS**
- Learn and Earn Project **LEP**
- Marketing Management Team Decision Making **MTDM**
- Marketing Communications Series **MCS**
- Principles of Marketing **PMK**
- Professional Selling **PSE**
- Public Relations Project **PRP**
- Retail Merchandising Series **RMS**
- Sports and Entertainment Marketing Series **SEM**
- Sports and Entertainment Marketing Operations Research **SEOR**
- Sports and Entertainment Promotion Plan **SEPP**
- Sports and Entertainment Marketing Team Decision Making **STDM**
- Virtual Business Challenge Fashion **VBCFA**
- Virtual Business Challenge Retail **VBCRT**
- Virtual Business Challenge Sports **VBCSP**

CAREER PATHWAYS

Marketing Communications • Marketing Management
Marketing Research • Merchandising • Professional Selling

INSTRUCTIONAL AREAS

Channel Management • Marketing-Information Management
Market Planning • Pricing • Product/Service Management
Promotion • Selling

ENTREPRENEURSHIP • ENTREPRENEURSHIP • ENTREPRENEURSHIP
21ST CENTURY EMPLOYMENT SKILLS



BUSINESS ADDITIONAL CORE INSTRUCTIONAL AREAS

- Business Law
- Communication Skills
- Customer Relations
- Economics
- Emotional Intelligence
- Financial Analysis
- Human Resources Management

CAREER PATHWAYS

Hospitality Services, Attractions and Tourism
Lodging • Recreation, Amusement, Attractions
Restaurant and Beverage Services • Travel and Tourism

INSTRUCTIONAL AREAS

Distribution/Channel Management • Marketing-Information Management
Market Planning • Pricing • Product/Service Management
Promotion • Selling

- Hospitality Services Team Decision Making **HTDM**
- Hospitality and Tourism Operations Research **HTOR**
- Hospitality and Tourism Professional Selling **HTPS**
- Hotel and Lodging Management Series **HLM**
- Principles of Hospitality and Tourism **PHT**
- Quick Serve Restaurant Management Series **QSRM**
- Restaurant and Food Service Management Series **RFSM**
- Travel and Tourism Team Decision Making **TTDM**
- Virtual Business Challenge Hotel Management **VBCHM**
- Virtual Business Challenge Restaurant **VBCRS**



HOSPITALITY + TOURISM

BUSINESS MANAGEMENT + ADMINISTRATION



Business Law and Ethics Team Decision Making **BLTDM**
 Business Services Operations Research **BOR**
 Human Resources Management Series **HRM**
 Principles of Business Management and Administration **PBM**

CAREER PATHWAYS

Administrative Services • Business Information Management
 Corporate/General Management • Human Resources Management
 Operations Management

INSTRUCTIONAL AREAS

Knowledge Management • Project Management
 Quality Management • Risk Management

ENTREPRENEURSHIP

LOYALTY SKILLS

Critical Thinking & Problem Solving • Communication

CECA ADMINISTRATION INSTRUCTIONAL AREAS

Information Management
 Marketing
 Operations
 Professional Development
 Strategic Management

ENTREPRENEURSHIP



Business Growth Plan **EBG**
 Entrepreneurship Promotion Project **EPP**
 Entrepreneurship Series **ENT**
 Entrepreneurship Team Decision Making **ETDM**
 Franchise Business Plan **EFB**
 Independent Business Plan **EIB**
 Innovation Plan **EIP**
 International Business Plan **IBP**
 Start-Up Business Plan **ESB**

INSTRUCTIONAL AREAS

Compliance • Financial-Information Management
 Product/Service Management
 Risk Management

CAREER PATHWAYS

Accounting • Banking Services and Investments
 Insurance • Securities and Investments

PERSONAL FINANCIAL LITERACY



Financial Literacy Promotion Project **FLPP**
 Personal Financial Literacy **PFL**
 Virtual Business Challenge
 Personal Finance **VBCPF**

Accounting Applications Series **ACT**
 Business Finance Series **BFS**
 Financial Consulting **FCE**
 Finance Operations Research **FOR**
 Financial Services Team Decision Making **FTDM**
 Principles of Finance **PFN**
 Stock Market Game **SMG**
 Virtual Business Challenge Accounting **VBCAC**

FINANCE

