

## Focusing Education on the Future!



# CAREER PATHWAY MANAGEMENT & ENTREPRENEURSHIP

Dual or Tech/Career Seal

People with careers in Management and Entrepreneurship formulate policies and direct the operations of businesses and corporations, nonprofit institutions and other organizations. In a small firm, the owner may assume all advertising, promotions, marketing, sales and public relations responsibilities. In larger firms, an executive vice president may direct all advertising, promotions, marketing, sales and public relations policies with individuals working under him/her.

### Major Courses

Students must take **THREE** pathway concentration courses and **ONE** additional pathway elective course.

#### Pathway Concentration Courses (3):

- Advanced Marketing\*
- Business Essentials
- Entrepreneurship: Building a Business (Required) (formerly Entrepreneurship)
- International Business & Marketing
- Legal Environment of Business
- Marketing Principles

#### Pathway Elective Courses (1):

- Accounting I
- Apprenticeship/Internship
- Advanced Fashion Marketing (formerly Fashion Sales & Promotion)
- E-Marketing (formerly Marketing via the Internet)
- Introduction to Fashion Marketing
- Introduction to Travel & Tourism
- Professional Sales & Promotion
- Sports & Entertainment Marketing
- Other Pathway Concentration Course

### Other Recommended Courses

- Advanced Composition
- Economics
- Math Money Management
- Modern Language
- Peer Leadership
- Speech
- Writer's Workshop

### Post-Secondary Degrees, Diplomas, & Certificates

#### Technical Colleges

- Advanced Leadership & Management
- Business Management
- Management & Supervisory Development
- Management Specialist
- Marketing
- Small Business Management
- Supervisory Specialist

#### Colleges/Universities

- Accounting
- Finance
- Human Resources Management
- International Business
- Management
- Marketing
- Marketing Management & Research



Entrepreneur  
Owner  
Small Business Owner  
President  
Chief Executive Officer

Principal  
Partner  
Proprietor  
Franchisee  
Customer Service Representative

Human Resource Support Rep  
Clerical Worker  
Finance Officer  
Technical Service Rep  
Independent Distributor

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### EMPLOYMENT OUTLOOK

There is an average of five million Management and Entrepreneurship jobs. Employment is expected to grow about as fast as the average for all occupations through 2010. Earnings vary widely by industry, by occupation, by type and level of responsibilities and by experience. The current trend toward entrepreneurial careers makes this pathway very popular.