



MARKETING

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**
 Food Marketing Series **FMS**
 Integrated Marketing Campaign-Event **IMCE**
 Integrated Marketing Campaign-Product **IMCP**
 Integrated Marketing Campaign-Service **IMCS**
 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 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 • PROMOTION
 PRODUCT/SERVICE MANAGEMENT • SELLING

ENTREPRENEURSHIP • 21ST CENTURY EMPLOYABILITY SKILLS • ENTREPRENEURSHIP

Teamwork • Creativity
 Collaboration & Teamwork • Problem Solving



BUSINESS ADMINISTRATION CORE INSTRUCTIONAL AREAS

- | | |
|----------------------------|--------------------------|
| Business Law | Information Management |
| Communication Skills | Marketing |
| Customer Relations | Operations |
| Economics | Professional Development |
| Emotional Intelligence | Strategic Management |
| Financial Analysis | |
| Human Resources Management | |

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

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**

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**

CAREER PATHWAYS

Lodging • Recreation, Amusements, Attractions
 Restaurant and Food and Beverage Services • Travel and Tourism

INSTRUCTIONAL AREAS

PROMOTION • QUALITY MANAGEMENT • SELLING
 MARKET PLANNING • PRICING • PRODUCT/SERVICE MANAGEMENT
 PRODUCT/SERVICE MANAGEMENT • RISK MANAGEMENT

INSTRUCTIONAL AREAS

COMPLIANCE • FINANCIAL-INFORMATION • RISK MANAGEMENT
 PRODUCT/SERVICE MANAGEMENT • RISK MANAGEMENT

CAREER PATHWAYS

Accounting • Banking Services and Investments
 Insurance • Securities and Corporate Finance

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**



HOSPITALITY + TOURISM

FINANCE

