



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**
- Food Marketing Series **FMS**
- Integrated Marketing Campaign-Event **IMCE**
- Integrated Marketing Campaign-Product **IMCP**
- Integrated Marketing Campaign-Service **IMCS**
- Marketing Management Team Decision Making **MTDM**
- Marketing Communications Series **MCS**
- Principles of Marketing **PMK**
- Professional Selling **PSE**
- 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



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

INSTRUCTIONAL AREAS

PROMOTION • QUALITY MANAGEMENT • SELLING
MARKET PLANNING • PRICING • PRODUCT/SERVICE MANAGEMENT
Event Management • Travel and Tourism
Restaurant Management • Risk Management

CAREER PATHWAYS

- 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**

BUSINESS MANAGEMENT + ADMINISTRATION



- Business Law and Ethics Team Decision Making **BLTDM**
- Business Services Operations Research **BOR**
- Business Solutions Project **BMBS**
- Career Development Project **PMCD**
- Community Awareness Project **PMCA**
- Community Giving Project **PMCG**
- Financial Literacy Project **PMFL**
- Human Resources Management Series **HRM**
- Principles of Business Management and Administration **PBM**
- Sales Project **PMSP**

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 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**
- Virtual Business Challenge-Entrepreneurship **VBCEN**

PERSONAL FINANCIAL LITERACY

- Personal Financial Literacy **PFL**
- Virtual Business Challenge-Personal Finance **VBCPF**

INSTRUCTIONAL AREAS

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

CAREER PATHWAYS

Accounting • Banking Services and Investments
Insurance • Securities and Investments

- 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 \$