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| Career Technical Education (CTE) Program of Study for Entry into Community College |
|  | **Name:**       | **ID:**       | **Gr:**    | **Department:** Business |
| **Industry Sector:** Marketing, Sales, and Service | **Career Pathway:** Professional Sales and Marketing | **Student Organization or Club:** DECA: Distributive Education Clubs of America FBLA: Future Business Leaders of America |
| **Recommended High School Course Schedule** |
| ***Level*** | ***Grade*** | ***English*** | ***Social Studies*** | ***Math*** | ***Science*** | ***Other Required Courses, Electives, CTE*** | ***Other Required Courses, Electives, CTE*** | ***Work-Based******Learning Activities*** |
| Secondary | 9 | English 1 | Geography & Health & Wellness  | Algebra I | Life Science | Physical Ed 1  | Strategic English I | * FBLA
* DECA
 |
| 10 | English 2 | World History | Geometry or Algebra 2/ Trigonometry | Biology | Physical Ed 2  | Foreign Language ORFine Arts | * FBLA and/or DECA
* ROP Industry Day
 |
| 11 | English 3 | US History | Geometry or Algebra 2/ Trigonometry | Chemistry | \*\*Accounting I | \*\*\*ROP Marketing Foundations or ROP Sports and Entertainment Marketing | * FBLA and/or DECA
* ROP Portfolio Day
 |
| 12 | English 4 | Government & Economics | College Prep Math or Probability and Statistics | **TWO PERIODS**\*\*\*ROP Marketing Foundations Community Classroom **or** \*\*\*ROP Advanced Marketing | \*\*\*ROP Virtual Enterprise  | * FBLA and/or DECA
* ROP Community Classroom
* ROP Portfolio Day
* Senior Exit Interviews
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| Postsecondary |  **Articulated Courses: Student earns Merced College units of credit for the identified college course when student passes the ACE (Articulated Credit by Exam)** |
| MUHSD/ROP | MERCED COLLEGE | UNITS |
| Accounting I | ACTG 51: Applied Accounting  | 4 |
| ROP Virtual Enterprise | BUS 10: Introduction to Business | 3 |
| ROP Marketing Foundations, ROP Marketing Foundations Community Classroom or ROP Advanced Marketing **(2 periods)** | MKGT 30: Marketing | 3 |
| ROP Marketing Foundations Community Classroom or ROP Advanced Marketing **(2 periods) – Provides Community Placement**  | CO-OP 41A - Cooperative Education in Marketing | 3 |
|  ***\*ROP Certificate Earned at Completion of Course \*\*Merced College credit earned through articulation \*\*\*ROP & Articulation*** |
| Merced Community College Coursework Related to the Pathway | Sample Occupations Related to This Pathway |
| Degrees & Certificates | Sample Courses | AA or AS Degree or Certificate | BS or BA Degree |
| Degrees:AA – Business AdministrationAA – General BusinessAA – Small Business EntrepreneurshipCertificates:General BusinessSmall Business Entrepreneurship | BUS 18A: Business Law BUS 35: Money Management  BUS 43: Business CommunicationMGMT 31: Principles of Management MGMT 33: Elements of Effective LeadershipMGMT 37: Small Business EntrepreneurshipMRKT: 33: Advertising | Account SupervisorFranchiseeRegional Sales ManagerRetail/Wholesale BuyerEntrepreneurSales RepresentativeCustomer Service Rep | International Trade SpecialistCEO (Chief Executive Officer)Advertising AgentBrand ManagerBusiness TeacherMarketing Research AnalystRegional Manager  |

Merced College: POS Marketing, Sales, and Service Community College – 4/20/12