

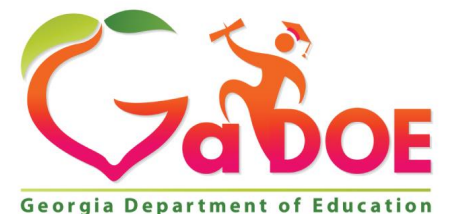
Career Pathway Programs of Study Implementation

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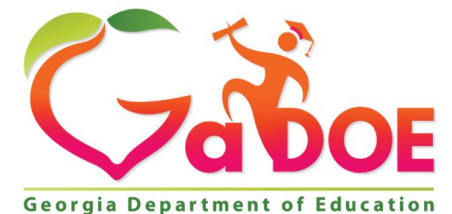




Agenda for Session



- Review completed and approved Program of Study
- How Program of Study impacts students
- How Program of Study can impact
 - Career Development
 - Nontraditional Occupations
 - Enhance Stakeholder Involvement
 - Select Career Pathways of Impact locally and regionally for Eligible Recipients
- Questions and wrap-up



Program of Study: Marketing and Management



This Program of Study may serve as a graduation guide for the next four plus years, along with other career planning and educational materials. Courses listed in this model may include recommended coursework and should be individualized to students' educational and career goals. Each graduation plan needs to meet minimum high school graduation requirements. Dual Enrollment courses can be high school academic and/or career technical education courses.

Secondary: Marketing and Management					Postsecondary		
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Social Studies	Psychology	World History	US History	Government (½ unit) Economics (½ unit)			
Pathway Completer	Marketing Principles	Marketing and Entrepreneurship	Marketing Management	Work-Based Learning, Youth Apprenticeship, or Capstone Project			
Industry Recognized Credential (Pathway Completer)	Visit the End of Pathway Assessment Page (see note below)						
Required/ Selective Electives	Health & Personal Fitness (can be taken in grades 9-12)	Spanish I	Introduction to Business and Technology	Psychology			
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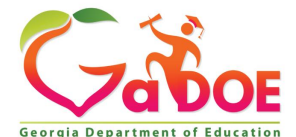
Entrance or Exit Point

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This document represents a 6-year individual education and career planning tool including both secondary and postsecondary elements for students, parents/guardians, and educators.



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A Program of Study:

- includes aligned secondary and postsecondary education elements
- includes academic & technical skill content in a coordinated, non-duplicative progression of rigorous courses and
- leads to a certificate or industry-recognized **Credential of Value**, and/or Certificate, Diploma an Associate or Baccalaureate degree at the postsecondary level



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- This part of the document represents a visual interpretation suggested high school non-CTAE courses that align to specific CTAE Career Pathways.
- Secondary courses are designed to prepare students to seamlessly matriculate in a prepared manner to:
 - Industry
 - Registered Apprenticeship
 - Technical College
 - University
 - Military enlistment



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Entrance or Exit Point

Entrance or Exit Point

- **Entrance** and **Exit** Points from Secondary to Postsecondary options are vital to help students identify their opportunities within a career pathway.
- You may want to think of this step as “On-Ramps to Careers”

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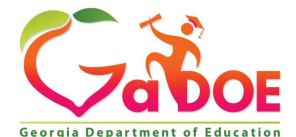
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- This represents a visual interpretation for Technical Certificate of Credit (TCC), Diploma, Applied Associate Degree (AAS), or Bachelor of Science that align to Secondary CTAE Career Pathway.
- Postsecondary programs are designed to prepare students to matriculate to:
- Industry
- Registered Apprenticeship
- Technical College
- University
- Military enlistment

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- This section represents an explanation for Pathway Completers and possible options to earn an Industry-Recognized Credential, Occupational Certificate of Skill, State Licensure, or complete a State-Developed Assessment.
- Good resource for CCRPI and Testing Coordinator



Sample In Demand Careers in Georgia

Occupation Specialties	Level of Education Needed	Georgia Average Salary	Annual Average Openings in Georgia	2014 – 2024 Employment Outlook
Marketing Managers	Bachelor's Degree	\$108,700	270	In Demand, High Skill
Sales Managers, Entrepreneurships	Bachelor's Degree	\$106,400	550	In Demand, High Skill
Management Analysts	Bachelor's Degree	\$80,700	2,080	In Demand, High Skill

GDOL Labor Market Explorer

Go to **GAfutures** at www.gafutures.org for more information about your education and career planning, including valuable financial information (grants and scholarships including HOPE Program, grants and loans, FAFSA, and CSS forms).

Career Enhancement Opportunities	Career-Related Education Activities <input type="checkbox"/> Career Awareness <input type="checkbox"/> Career Exploration <input type="checkbox"/> Instructional Related <input type="checkbox"/> Connecting <input type="checkbox"/> Work-Based Learning	Postsecondary Options: <ul style="list-style-type: none"> • 4-Year Universities/Colleges • 2-Year Colleges • Technical Colleges • State Registered Apprenticeships • Special Purpose Schools • On-the-Job Training • Military 	Earning Postsecondary Credits While in High School A vital way to get ahead and realize you can pass college courses is by earning postsecondary credits as a high school student. Georgia offers a dual credit program titled Dual Enrollment. You need to talk with your parents, school counselor, or advisor about the proper courses to take each year in high school and dual credit. Students completing the course work in this Plan, will have earned/completed an Industry Credential, Technical Certificate of Credit (TCC), Associates of Applied Science Degree, and/or <u>Bachelor's Degree</u> .
	<ul style="list-style-type: none"> • Employability Skill Dev. • Cooperative Education • Internship • Youth Apprenticeship • Clinicals 		

Postsecondary Transition

- Students who will continue their education in a Program of Study at one of the University System of Georgia institutions should prepare to take the ACT or SAT for admissions. Tests for admissions may vary from institution to institution. Contact the selected institution for specific testing information. Additional admissions information can be found at [Staying On Course](http://www.usg.edu/assets/student_affairs/documents/Staying_on_Course.pdf). (www.usg.edu/assets/student_affairs/documents/Staying_on_Course.pdf)
- Students who will continue their education in a Program of Study at one of the Technical College System of Georgia institutions should prepare to complete a placement exam.
- Students who will continue their education and training in the US Military should take the ASVAB assessment.
- Students should utilize electronic college and career databases to select the most appropriate postsecondary opportunities to match their selected career field, including registered apprenticeships.
- Georgia's dual-credit programs have been combined into one program entitled Dual Enrollment, in which high school students may earn their high school course credits while taking college courses.

Related Pathway Occupations	Other Related Occupations
<ul style="list-style-type: none"> • Directors of Marketing • Internal Communications Managers • Management Analysts • Survey Researchers • Demonstrators & Product Promoters • Green Marketers 	<ul style="list-style-type: none"> • Market Research Analysts • Marketing Specialists • Advertising & Promotions Managers • Telemarketers • Business Teachers, Postsecondary

*ONET Online

Marketing & Management Pathway Description

Marketing professionals are responsible for developing, implementing and managing a company's marketing efforts, both through traditional and digital formats, in order to stimulate customer interest and generate sales. To assess consumer demand, marketing managers evaluate the products and services offered by their own firm and its competitors.

They also seek to identify new products or services and develop potential markets. Their main goal is to maximize profit and market share by satisfying customers' wants and needs. From a larger perspective, Marketing and Management involves all areas of starting and operating a business and is defined by nine functional areas: financing, risk management, selling promotion, pricing, purchasing, marketing-information management, product/service planning, and distribution.

Employment of marketing and sales managers is expected to increase through 2020; this increase will be the result of intense domestic and global competition in products and services offered to consumers. A positive aspect of the marketing and management field is the variety of jobs this field offers. Another positive aspect is the room for advancement to higher-level jobs or other positions.

Competition for marketing, sales, and management jobs is expected to be high. College graduates with related experience, a high level of creativity, and strong communication skills should have the best job opportunities. Internships, part-time jobs and volunteer work will be important to employers for entry-level jobs. Opportunities will be available for those who are qualified. Anyone interested in this field should enjoy working with people, be creative and a self-starter, and should have excellent verbal and written communication skills. High earnings, substantial travel, and long hours are common to this profession.

• This page represents value-added items to assist students, parents, and educators with more details, data, possible occupations, and postsecondary items to consider.

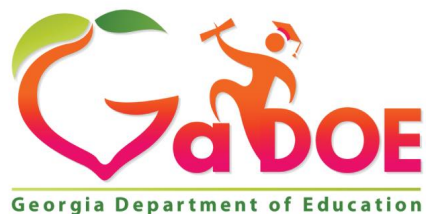
• 44 Program of Study crafted thus far

• Documents have also been developed for Locally Developed Career Pathways



Program of Study's impact on students

What does Perkins V offer regarding
BOLD approaches in using
a Program of Study?



Perkins V and Program of Study

- The term ‘program of study’ means a coordinated, nonduplicative sequence of academic and technical content at the secondary and postsecondary level that—
 - (A) incorporates challenging State academic standards, including those adopted by a State under section 1111(b)(1) of the Elementary and Secondary Education Act of 1965;
 - (B) addresses both academic and technical knowledge and skills, including employability skills;
 - (C) is aligned with the needs of industries in the economy of the State, region, Tribal community, or local area;
 - (D) progresses in specificity (beginning with all aspects of an industry or career cluster and leading to more occupation-specific instruction);
 - (E) has multiple entry and exit points that incorporate credentialing; and
 - (F) culminates in the attainment of a recognized postsecondary credential.

How can ...

- ... Eligible Recipients effectively integrate Program of Study documents into their counseling, advisement, graduation plan meetings with students and parents/ guardians?
- ... The GaDOE CTAE division better support Eligible Recipients to effectively integrate Program of Study documents into their schools?
- ... Eligible Recipients disaggregate their data for local reporting purposes based on each Program of Study of CTE concentrators?
(4)(B)(ii)(III) – under Local Levels of Performance in Section 113



Program of Study and Career Development for ...

- Nontraditional Occupations
- Enhance Stakeholder Involvement
- Select Career Pathways of Impact

... Eligible Recipients locally and regionally

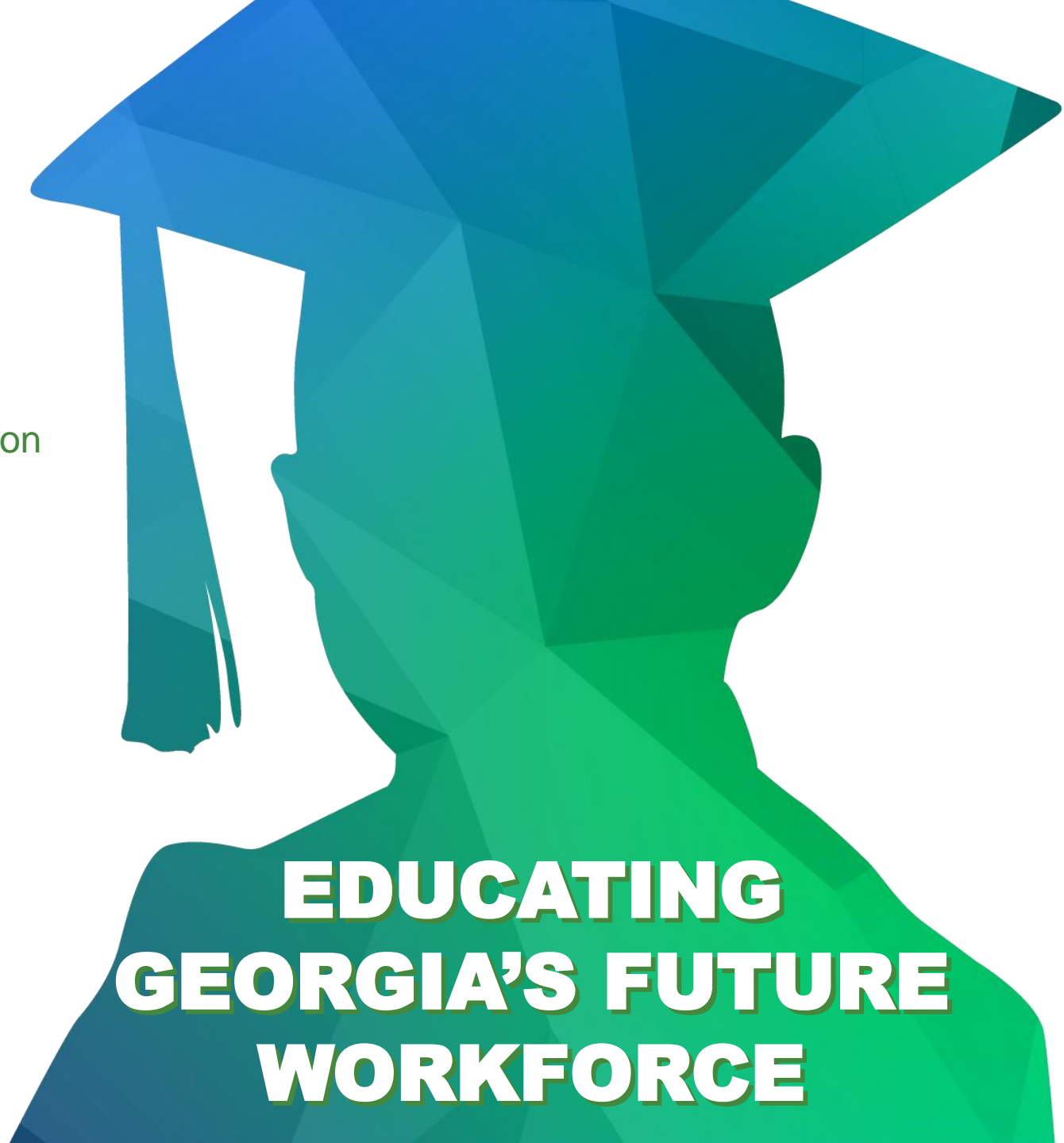


How can Eligible Recipients ...

- ... Address Nontraditional Occupation recruitment locally/ regionally and use a Program of Study?
- ... Enhance Stakeholder Involvement in selected Program of Study?
- ... Select Pathways of Impact either locally/ regionally to support workforce and economic development?
- ... build their CLNA for Program of Study implementation?
 - Pages 9-10 within Comprehensive Local Needs Assessment Guidance document can provide additional insight to answering Program of Study implementation related questions



ctae.gadoe.org



**EDUCATING
GEORGIA'S FUTURE
WORKFORCE**

