



MARKETING

- Advertising Campaign Event (ADC)
- Apparel and Accessories Marketing Series Event (AAM)
- Automotive Services Marketing Series Event (ASM)
- Business Services Marketing Series Event (BSM)
- Buying and Merchandising Operations Research Event (BMOR)
- Buying and Merchandising Team Decision Making Event (BTDM)
- Community Service Project (CSP)
- Creative Marketing Project (CMP)
- Fashion Merchandising Promotion Plan Event (FMP)
- Food Marketing Series Event (FMS)
- Learn and Earn Project (LEP)
- Marketing Communications Team Decision Making Event (MTDM)
- Marketing Management Series Event (MMS)
- Principles of Marketing Event (PMK)
- Professional Selling Event (PSE)
- Public Relations Project (PRP)
- Retail Merchandising Series Event (RMS)
- Sports and Entertainment Marketing Series Event (SEM)
- Sports and Entertainment Marketing Operations Research Event (SEOR)
- Sports and Entertainment Promotion Plan Event (SEPP)
- Sports and Entertainment Marketing Team Decision Making Event (STDM)
- 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 • Product/Service Management
 Promotion • Selling

ENTREPRENEURSHIP • ENTREPRENEURSHIP • ENTREPRENEURSHIP • 21ST CENTURY EMPLOYMENT SKILLS



- Business Law
- Communication Skills
- Customer Relations
- Economics
- Emotional Intelligence
- Financial Analysis
- Human Resources Management

CAREER PATHWAYS

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

INSTRUCTIONAL AREAS

Distribution/Channel Management • Marketing-Information Management
 Market Planning • Pricing • Product/Service Management
 Promotion • Selling

- Hospitality Services Team Decision Making Event (HTDM)
- Hospitality and Tourism Operations Research Event (HTOR)
- Hospitality and Tourism Professional Selling Event (HTPS)
- Hotel and Lodging Management Series Event (HLM)
- Principles of Hospitality and Tourism Event (PHT)
- Quick Serve Restaurant Management Series Event (QSRM)
- Restaurant and Food Service Management Series Event (RFSM)
- Travel and Tourism Team Decision Making Event (TTDM)
- Virtual Business Challenge Restaurant (VBCRS)



HOSPITALITY + TOURISM

BUSINESS MANAGEMENT + ADMINISTRATION



- Business Law and Ethics Team Decision Making Event (BLTDM)
- Business Services Operations Research Event (BOR)
- Entrepreneurship-Growing Your Business Event (ENGB)
- Entrepreneurship Innovation Plan Event (ENI)
- Entrepreneurship Participating Event—Creating a Franchise Business (ENPF)
- Entrepreneurship Participating Event—Creating an Independent Business (ENPI)
- Entrepreneurship Written Event (ENW)
- Entrepreneurship Promotion Project (EPP)
- Human Resources Management Series Event (HRM)
- International Business Plan Event (IBP)
- Principles of Business Management and Administration Event (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 • ENTREPRENEURSHIP

LOYALTY SKILLS • Critical Thinking & Problem Solving • Problem Solving • Communication

ECA ADMINISTRATION INSTRUCTIONAL AREAS

- Information Management
- Marketing
- Operations
- Professional Development
- Strategic Management

INSTRUCTIONAL AREAS

Compliance • Financial Information Management
 Product/Service Management
 Risk Management

CAREER PATHWAYS

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

- Accounting Applications Series Event (ACT)
- Business Finance Series Event (BFS)
- Financial Consulting Event (FCE)
- Financial Literacy Promotion Project (FLPP)
- Finance Operations Research Event (FOR)
- Financial Services Team Decision Making Event (FTDM)
- Personal Financial Literacy (PFL)
- Principles of Finance Event (PFN)
- Stock Market Game (SMG)
- Virtual Business Challenge Personal Finance (VBCPF)

FINANCE

