



High School Course Sequence:

Level One

Principles of Business, Marketing, and Finance

Level Two

Entrepreneurship (KCC)

Level Three*

Social Media Marketing (KCC) and Advertising (KCC)

Level Four*

Practicum in Marketing (KCC)

** Indicates advanced course(s)*

Career Cluster: Business, Marketing, and Finance

Endorsement: Business and Industry

A CTE Completer is a student who completes three or more CTE courses for four or more credits including one Level 3 or 4 (advanced level) CTE course within a program of study will fulfill the requirements of a Business and Industry Endorsement.

The Entrepreneurship program of study teaches CTE learners how to plan, direct, and coordinate the management and operations of public or private sector organizations. Through this program of study, students will learn the skills necessary to formulate policies, manage daily operations, analyze management structures, and plan for the use of materials and human resources.

CAREER OUTLOOK**

Occupation	Texas Outlook			National Outlook		
	Median Wage	Annual Openings	Growth	Median Wage	Annual Openings	Growth
General and Operations Managers	\$99,080	17,980	19%	\$100,780	230,000	7%
Management Analyst	\$85,240	4,670	21%	\$85,260	99,900	14%
Managers, All Other	\$116,240	3,200	15%	\$110,630	91,300	6%

** Career Outlook information derived from O*NET Online at <https://www.onetonline.org/>

INDUSTRY CERTIFICATIONS & EDUCATION

Industry Certification Offered at the KISD Career Center	Certification/ License	Associate's Degree	Bachelor's Degree	Master's Degree/Doctoral Degree
Entrepreneurship and Small Business	Certified Project Consultant	Business Administration and Management	Business Administration and Management	Business Administration and Management

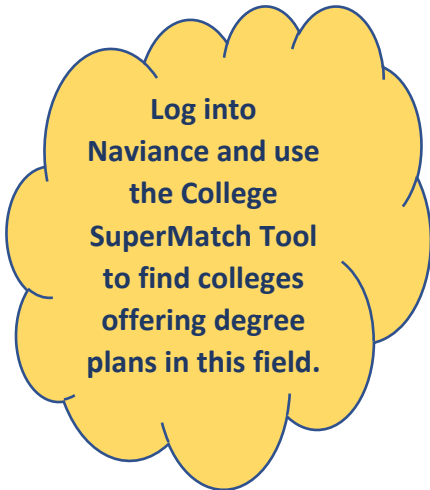
HIGH SCHOOL COURSE INFORMATION

Course Name	Service ID	Prerequisite(s)	Grade(s)
Principles of Business, Marketing, and Finance	13011200 (1 Credit)	None	9-12
Entrepreneurship	13034400 (1 Credits)	None	10-12
Practicum of Marketing	13034800 (2 Credits)	None	11-12
Social Media Marketing	13034650 (.5 Credit)	None	9-12
Advertising	13034200 (.5 Credit)	None	9-12

CAREER EXPLORATION & WORK - BASED LEARNING OPPORTUNITIES

Possible Career Exploration Activities	Possible Work-Based Learning Opportunities
<ul style="list-style-type: none"> Job Shadowing with a local management or consulting firm Participate in DECA (CTSO) 	<ul style="list-style-type: none"> Obtain certification in Entrepreneurship and Small Business <p><i>Note: If you have an internship during high school, talk with your counselor about taking Career Prep.</i></p>

FIND COLLEGES & UNIVERSITIES OFFERING CERTIFICATES & DEGREE PLANS IN THIS FIELD



NAVIANCE ACCESS

All Killeen ISD students (7th-12th graders) should login to their Naviance account through Clever:

- Go to your Clever portal:
<https://clever.com/in/killeenisd>



- Username: school username
Password: school password
- Click on: Naviance



ARMED FORCES CAREER INFORMATION

<p>Public Affairs Mass Communications Specialist – United States Army</p> <p>Aviation Operations Specialist – United States Army</p> <p>Yeoman - United States Navy</p> <p>Aviation Resource Management – United States Air Force</p> <p>Administration – United States Air Force</p> <p>This is not a comprehensive list.</p>	<p>Local Armed Forces Recruiter Contact Information:</p> <p>Air Force – (254) 247-8992</p> <p>Army – (254) 690-8554</p> <p>Army National Guard – (903) 262-6355</p> <p>Marines – (254) 690-2626</p> <p>Navy – (254) 690-2096</p>
<p>*See your school counselor to connect with a military recruiter for career counseling and to take the ASVAB in high school.</p>	