



MARKETING

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



BUSINESS ADMINISTRATION CORE INSTRUCTIONAL AREAS

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

ENTREPRENEURSHIP • Creativity
ENTREPRENEURSHIP • Collaboration & Teamwork
ENTREPRENEURSHIP • Communication Skills
ENTREPRENEURSHIP • Critical Thinking & Problem Solving
ENTREPRENEURSHIP • Risk Management
ENTREPRENEURSHIP • Quality Management
ENTREPRENEURSHIP • Project Management
ENTREPRENEURSHIP • Human Resources Management
ENTREPRENEURSHIP • Operations Management
ENTREPRENEURSHIP • Administrative Services
ENTREPRENEURSHIP • Corporate/General Management

CAREER PATHWAYS

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

INSTRUCTIONAL AREAS

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

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

- Hotel and Lodging Management Series Event (HLM)
- Hospitality Services Team Decision Making Event (HTDM)
- Hospitality and Tourism Operations Research Event (HTOR)
- Hospitality and Tourism Professional Selling Event (HTPS)
- 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

CAREER PATHWAYS

Accounting • Banking Services and Investments
Insurance • Securities and Investments

INSTRUCTIONAL AREAS

Compliance • Financial-Information Management
Product/Service Management
Risk Management

- 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

