

## Colorado Graduation Guidelines Promising Practice

<b>District</b>	Littleton 6
<b>School</b>	
<b>Contact Information</b>	
<b>Name</b>	Mimi Leonard
<b>Email</b>	mleonard@lps.k12.co.us

<b>Title of artifact</b>	Entrepreneur Plan of Study – Littleton
<b>Type of practice</b>	Implementation tools

### Brief description of artifact

This document is Littleton’s adaptation of one of the Colorado CTE Plans of Study ([http://www.coloradostateplan.com/default\\_cluster.htm](http://www.coloradostateplan.com/default_cluster.htm)). It displays suggested high school courses by grade level; secondary to postsecondary linkages and certifications; postsecondary programs, institutions, and requirements. It also lists information on the career cluster, including extended learning experiences (and their local availability) and career options and corresponding salary ranges.

#### ***Types of practices in the CDE Graduation Guidelines Promising Practices collection:***

1. Communications, such as announcements to school community and business community
2. Implementation process plans, such as strategic plans and timelines
3. Implementation tools connected to local graduation requirements, for instance:
  - o Testing implementation (ACT, AP, ASVAB, CMAS, IB, PARCC, SAT), such as classes and retreats, administration procedures and agreements
  - o Capstone implementation, such as instructions and samples
  - o Concurrent Enrollment implementation, such as classes and agreements
  - o Career/academic assessment implementation (e.g., ACCUPLACER, COMPASS, Work Keys), such as administration procedures and agreements
  - o Industry Certificates implementation, such as samples
4. Local graduation requirements aligned with state guidelines, such as board policies
5. Regarding students with exceptionalities
6. Other



## Pathway: Marketing Management

**Plan of Study: Entrepreneur**

**Career Goal (O\*Net Code):** Examples:  
 Entrepreneur, (11-1021), Business Executive (11-1011), Property Manager (11-9141), Advertising Promotions (11-2011), Purchaser (11-3061), Sales or Marketing Manager (11-2021/22)

### Suggested High School Courses

<b>High School</b> <small>* Default includes CDHE Higher Education Admission Requirements</small>	9 <sup>th</sup>	<b>Core Academic Courses*:</b>	English 9, World Civilizations, Intro to Geography, Algebra I, Introduction to Physical Science, Integrated Science	<b>Suggested Electives:</b> CTE classes in school
		<b>Career Path Courses:</b>	*Marketing, Business Technology 1, Business Principles, International Business	
	10 <sup>th</sup>	<b>Core Academic Courses*:</b>	English 10, US History (Electives: Anthropology, World Geography), Geometry or Algebra 11 Biology, Astronomy (Elective) Foreign Language	<b>Suggested Electives:</b> CTE classes in school
		<b>Career Path Courses:</b>	Marketing, Business Technology 1, Business Principles, International Business, Business Communications	
	11 <sup>th</sup>	<b>Core Academic Courses*:</b>	English Elective (American Literature, Journalism, Creative Writing, Drama/Debate, etc.), Western Civilization or AP European History (Electives: AP Human Geography, Anthropology, Colorado History, World Religions, Film History, Intro to Law, Russian History, Sociology, World Geography, or Psychology), Algebra II, Probability and Statistics or Pre-Calculus, Chemistry, (Electives: Astronomy, Zoology, Plant Science, Genetics or Meteorology)	<b>Suggested Electives:</b> ACTS www.lps2.it/ACTS CE - ENP 105  Business Technology *Advanced Business Technology *Integrated Business Technology Other CTE classes
		<b>Career Path Courses:</b>	Advanced Marketing, Retail Lab, Entrepreneurship, Sports and Entertainment Marketing, Personal Finance, *Professional Employment Training, *Community Employment Experience, CE	
	12 <sup>th</sup>	<b>Core Academic Courses*:</b>	English Literature, World Literature, Government, Economics/Civics (Electives: AP Human Geography, Anthropology, Colorado History, World Religions, Film History, Intro. to Law, Russian History, Sociology, World Geography or Psychology), Trigonometry, Pre-Calculus, Probability and Statistics, Calculus or AP Statistics Physics, (Electives: Astronomy, Zoology, Plant Science, Genetics or Meteorology)	<b>Suggested Electives:</b> IACTS www.lps2.it/ACTS CE - ENP 105  Business Technology *Advanced Business Technology *Integrated Business Technology Other CTE classes
		<b>Career Path Courses:</b>	Advanced Marketing, Retail Lab, Entrepreneurship, Sports and Entertainment Marketing, Personal Finance, *Professional Employment Training, *Community Employment Experience, CE	

### Secondary to Postsecondary Linkages & Certifications

<b>Recognition for Advanced Learning</b>	<b>Postsecondary Credit Options:</b> Concurrent Enrollment - ENP 105 - Entrepreneurship
	<b>Industry Recognized Certificate(s) or License(s):</b> Financial Services Certificate; CPA exam - all states use the four-part Uniform CPA Examination prepared by the AICPA. CMA exam - certified management accountant (CMA)

		Colorado Postsecondary Programs Available	Colorado Institutions	Entrance Exams/ Requirements
<b>Postsecondary Education Opportunities</b>	Certificate	Small Business Management, Entrepreneurship, Sales & Customer Service, Marketing/Management, Sales & Marketing, Marketing, Business Administration	Community College/Colleges: Lamar CC, Northeastern Jr. college, Otero Jr. College, Arapahoe CC, Colorado Mountain College, Aims CC, CC of Aurora, Pikes Peak CC, Morgan CC	High School diploma/GED Accuplacer
	Associate Degree	Small Business Management, Entrepreneurship, Management emphasis in Sales & Customer Service, Marketing, Business Administration	<b>Community Colleges/Colleges:</b> Colorado Northwestern CC, Colorado Mountain College, Aims CC, CC of Aurora, Pikes Peak CC, Arapahoe CC, CC of Denver, Morgan CC, Mesa State College	High School diploma/GED Accuplacer
	Bachelor Degree	Entrepreneurship and Small Business Management, Marketing, Business Administration	UNC, CU-Boulder, Fort Lewis, Mesa State, Western State, Metropolitan State, CSU More options: <a href="http://www.collegeincolorado.org">www.collegeincolorado.org</a>	See each school's Admissions website.
	Graduate Degree	Entrepreneurship, MBA, Marketing, MBA, Business to Consumer Marketing, MBA, General MBA	UNC, CU-Denver, Mesa State College, CU-Boulder More options: <a href="http://www.collegeincolorado.org">www.collegeincolorado.org</a>	See each school's Admissions website.

**Cluster Overview:** The **Marketing Career Cluster** prepares students in planning, managing, and performing marketing activities to reach organizational objectives.

#### Extended Learning Experiences

<p><b>Curricular Experiences:</b></p> <p>DECA DECA Store</p>	<p><b>Extracurricular Experiences:</b></p> <p>FBLA, TSA, FCCLA Business Expos Career Fairs Student Council/Student Government Peer Tutor School Class Officer School Newspaper Yearbook</p>
<p><b>Work-Based Learning Experiences:</b></p> <p>Career Preparation – Paid and Unpaid, Job Shadowing, Internships, Community Employment Experience, Informational Interviews and Academic Internship (available through Advisory Committee).</p>	<p><b>Program Accreditation and/or Professional Association(s):</b></p> <p>American Management Association American Marketing Association Business Marketing Association Direct Marketing Association International Entrepreneur Association Marketing Education Association National Bureau of Certified Consultants National Business Education Association Sales and Marketing Executives International Society of Marketing Professional Services National FBLA – PBL National DECA</p>
<p><b>Service Learning Experiences:</b></p> <p>See above - Volunteer tech support skills to community</p>	
<p><b>Career Options:</b></p>	
<p><b>Salary Range:</b></p>	

Certificate	Entrepreneur, e-Sales Specialist, Client Contact Specialist	\$ - \$\$
Associate Degree	Purchaser, Product Promoter, Independent Distributor, Department Manager, Franchise Manager	\$\$
Bachelor Degree	Advertising Promotions, Property Manager, Promotions Manager, Product Manager, Small Business Owner, Business Principal, Investor	\$\$ - \$\$\$
Graduate Degree	Sales or Marketing Manager, Business Executive, Production Manager, Business Developer, Management Consultant, Business Investor, Company President	\$\$ - \$\$\$\$

\$ = \$15-25,000; \$\$ = \$25-55,000; \$\$\$ = \$55-90,000; \$\$\$\$ = Above \$90,000

*Littleton Public Schools* does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs or activities. Please direct inquiries to: *Melissa Cooper, 5776 S. Crocker Street Littleton, CO 80120, 303-347-3472.*