

CLUSTER: MARKETING, SALES & SERVICE													Required Equipment List		X				
REVISED 2/2012													Specialized Facility	X					
													*CTSO Required	DECA or FBLA					
													Academic Credit		(U) Unit/(C) Course/(P)Program Technical Skill Assessment Available				
Pathway	Program	Subject Personnel Code	Program Courses	CIP Code	AL COS	Articulated Credit SW	Substitute	Embedded	POI	Teacher Cert.	Occu. Prof	Program Certification	Teacher Credential Necessary for Awarding Student Credential	Student Credential	SEC	PS	HE		
	CTE Electives	400017	*Entrepreneurship	52.0701	Y				Y	Class B CTE		BIC							
		400031	Cooperative Education Seminar	52.9999	Y				Y	Class B CTE		BIC	Alabama Career Readiness Certificate	C					
		400016	Workforce Essentials	32.0111	Y				Y	Class B CTE		BIC							
		400021	*Personal Finance	19.0402	Y				Y	Class B CTE		BIC							
		400023	Senior Career Pathway Project		Y				Y	CTE Certificate		BIC							
Professional Sales, Service, Management, Marketing Communications and Promotion, Merchandising	Marketing, Sales & Service	450006	Business Technology Applications	52.0407	Y	X	Computer Applications		Y	B, M, B/M, BA		BIC	IC ³	IC ³	C				
													Microsoft Office Specialist (MOS)	C					
													Brainbench - Computer Literacy	C					
													Brainbench - MS Excel Fundamentals	U					
													Brainbench - MS PowerPoint Fundamentals	U					
													Brainbench - MS Office Fundamentals	C					
													Brainbench - MS Word Fundamentals	U					
													CAT1	C					
		450007	Business Essentials	52.0204	Y				Y	B, M, B/M, BA		BIC							
		550021	Sales and Promotion Planning	52.1801	Y				Y	B, M, B/M, BA		BIC	Brainbench - Marketing Concepts	C					
		550011	Marketing Principles	52.1401	Y				Y	B, M, B/M, BA		BIC	Brainbench - Marketing Concepts	C					
		410026	Commerce Communication 1 credit	52.0501	Y				Y	B, M, B/M, BA		BIC	Brainbench - Business Communication	C					
		410027	Commerce Communication 1/2 credit	52.0501	Y				Y	B, M, B/M, BA		BIC							
		400017	Entrepreneurship	52.0701	Y				Y	Class B CTE		BIC							
													ASK Institute - Fundamental Marketing Concepts	P					

