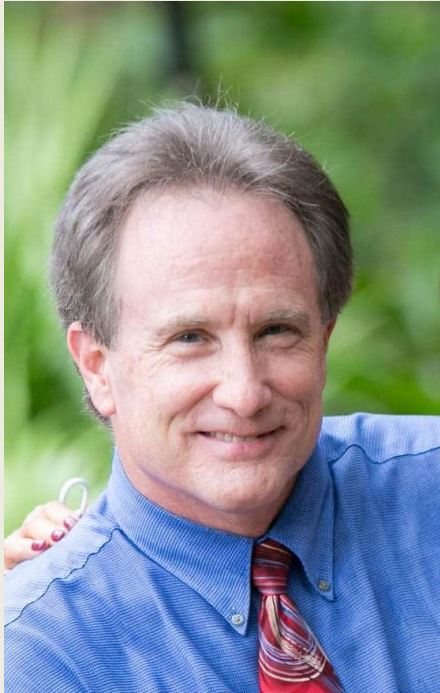


CTE State Supervisor Career Cluster Update

August 20, 2020
10AM-12PM

Marketing, Sales & Service

David “Dave” Mueller



State Supervisor:

- Marketing, Sales & Service
- Architecture & Construction
- Energy

Grant Manager:

- FL DECA
- FL Collegiate DECA
- FL SkillsUSA

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2020 Reviews for 2021-22

Secondary Programs:

- E-Commerce Marketing (8827200)
- Fashion Marketing (8806000)
- International Marketing (8839100)
- Marketing, Management & Entrepreneurial Principles (9200500)
- Sport, Recreation & Entertainment Marketing (8827400)

Career Certificate Programs:

- Real Estate Sales Agent (M807010)
- Real Estate Sales Associate Post-Licensing (M200100)

Degree & Certificate Programs:

- AS Fashion Merchandising (1252190200)

2021 Reviews for 2022-23

Secondary Programs:

- Business Ownership (8800210)
- Customer Service Representative (8848100)
- Entrepreneurship (8812100)

Career Certificate Programs:

- No programs to be reviewed

Degree & Certificate Programs:

- AS Marketing Management (1252140101)
 - CCC Digital Marketing Management (0252140112)
 - CCC Entrepreneurship (0252070100)
 - CCC Marketing Operations (0252140111)

Note: Review Committee volunteers and sites are **needed!** 😊

2020-21 Program Changes

New Programs/Courses:

- Digital Marketing Strategy – 0252070103 an 18 Credit Hour CCC associated with the *AS Marketing Management (1252140112)* program

Changed Programs/Courses:

- None

Daggered/Deleted Programs:

- None

Miscellaneous Program Information

- ***AS Fashion Merchandising*** (1252190200) was not reviewed in 2020 due to "no enrollments". Several schools still had enrollments in the daggered AS Fashion Marketing Management (1252021210) program and those enrollments should be moved to *AS Fashion Merchandising* this year.
- The Marketing career cluster has seen a 30% increase in Secondary enrollments in 2018-19 over 2017-18, with ***Marketing Management & Entrepreneurial Principles*** continuing at #1 with ***Customer Service Representative*** increasing by more than 140% and moving to #2.
- A **Big Thanks** to all who participated in Marketing program reviews in the spring! If you need a CEU letter, let me know...
- ***Have a great school year everyone!***

Q & A