

## Connecting High School to College and Career

Career and Technical Education (CTE) provides critical learning and hands-on skills through Career Pathways within eight Areas of Study. Students who focus on a Pathway acquire the skills necessary for entry into well-paid careers with high potential for rapid financial growth, increased levels of responsibility, and a high degree of personal satisfaction.

### CTE Pathways:

- Will jump-start your future career.
- Will give you unlimited opportunities.
- Will help you plan for life after high school—before graduation.
- Will save you time and money.

### What is a Pathway?

- A Pathway is a sequence of courses within your area of interest.
- A Pathway will connect your career interests from high school to college and/or career.
- A Pathway will help you acquire the depth of knowledge and skill linked with specific postsecondary programs that will lead to a certificate or degree and/or career.

### CTE: Keeping it REAL

- Classroom instruction connects to the REAL world of work and future career opportunities.
- Statistics indicate that CTE graduates are worth higher wages because they are more productive than other workers.

### Did you know?

Ninety percent of jobs require training beyond high school.

### Top 5 reasons to participate in CTE Career Pathways:

1. To acquire technical skills training.
2. To participate in hands-on learning.
3. To jump-start your future career.
4. To earn college credit while in high school through concurrent enrollment classes.
5. To save time and money!

### Ask yourself:

- What do I want to be doing in 5 years?
- What do I want to be doing in 10 years?

### Ask yourself:

- What classes should I take to get ready for life after high school—college and career?
- What does it cost to go to college?

### Ask yourself:

- Why should I take this class?
- Why should I plan?
- Why should I study?
- Why should I graduate from high school?

### Ask yourself:

- How can Pathways help me?
- How do I find the options that are right for me?
- How do I find a satisfying career?

*Acquiring critical learning and hands-on skills through education and training will open doors of opportunity for obtaining employment within your area of interest. Stay in school and finish your education. Your future depends on it.*

For more information log onto  
[UtahCTE.org](http://UtahCTE.org).

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Marketing Education  
*Travel and Tourism*

## High School to College and Career PATHWAYS



CAREER AND TECHNICAL EDUCATION  
*Giving Students the Edge*



# High School to College and Career Pathway: Secondary

Career and Technical Education: Preparing Students for College and Career!



## Area of Study: Marketing Education

### Pathway: Travel and Tourism

#### Get the Facts

According to the U. S. Commerce Department, in the United States, International travel is one of the largest exports, exceeding agricultural goods and motor vehicles. In 2009, approximately 55 million international visitors traveled to the United States.

#### Workforce Trends

According to the U.S. Department of Labor, travel and tourism is one of the largest and fastest growing industries in the world.

Business travel in the U.S. is responsible for over \$240 billion in spending and approximately 2.4 million American jobs.



#### CAREER AND TECHNICAL EDUCATION

##### Recommended Pathway Courses

(Students may select individual courses for exploration, or a complete Pathway for an in-depth focus.)

CLASS AVAILABILITY MAY VARY AT YOUR HIGH SCHOOL

| Course # | Foundation Courses: (required)                 | Credit |
|----------|--|--------|
| 08.0901  | Travel & Tourism                               | .50    |
| 08.0711  | Marketing 1                                    | .50    |
|          | <b>Elective Courses:</b>                       |        |
| 08.9904  | Advertising / Promotion                        | .50    |
| 08.0710  | Customer Service                               | .50    |
| 08.0802  | Social Media Marketing                         | .50    |
| 08.0601  | Economics                                      | .50    |
| 08.0301  | Marketing Entrepreneurship                     | .50    |
| 52.0621  | Business Entrepreneurship                      | .50    |
| 08.0101  | Fashion Merchandising                          | .50    |
| 08.0199  | Fashion Merchandising, Advanced                | .50    |
| 08.0211  | Leadership Principles                          | .50    |
| 08.0709  | Marketing 2                                    | .50    |
| 08.1701  | Real Estate                                    | .50    |
| 08.0705  | Retailing                                      | .50    |
| 08.0903  | Sports & Entertainment Marketing               | .50    |
| 52.0312  | Accounting I                                   | .50    |
| 52.0211  | Business Management                            | .50    |
| 52.0441  | Business Law                                   | .50    |
| 32.0199  | Student Internship (Critical Workplace Skills) | .50    |

1.00 credit

2.00 credits

3.00 credits for completion

#### Travel and Tourism is:

- > High wage
- > High demand

#### Sample Career Occupations

- > Concierge
- > Cruise Director
- > Event Planner
- > Host/Hostess
- > Hotel Manager
- > Lodging Manager
- > Marketing Education Teacher
- > Tour Guides
- > Travel Agent
- > Travel Clerk
- > Waiter/Waitress

| Middle School           |                         | State Requirements |                |      | High School Suggested Education Plan               |   |                           |  | College and Career  |
|-------------------------|-------------------------|--------------------|----------------|------|--|---|---------------------------|--|---|
| 7th Grade               | 8th Grade               | Middle School      | High School    |      | 9th Grade Suggested                                | 10th Grade Suggested  | 11th Grade Suggested      | 12th Grade Suggested                   | Beyond High School  |
| Language Arts 7<br>1.00 | Language Arts 8<br>1.00 | 2.00               | Language Arts  | 4.00 | Language Arts 9<br>1.00                            | Language Arts 10<br>1.00  | Language Arts 11<br>1.00  | Language Arts 12<br>1.00               | There are a number of options for education and training beyond high school, depending on your career goals. <ul style="list-style-type: none"> <li>&gt; Certificate</li> <li>&gt; Associate degree</li> <li>&gt; Bachelor's degree</li> <li>&gt; Professional degree</li> <li>&gt; On-the-job training</li> <li>&gt; Apprenticeship</li> <li>&gt; Military training</li> </ul> For more information on salary projections, labor market demand, and training options, visit <a href="http://www.utahfutures.org">www.utahfutures.org</a> . |
| Math * 1.00             | Math * 1.00             | 2.00               | Math           | 3.00 | Math * 1.00  | Math * 1.00   | Math * 1.00               | Accounting 1.00                        |   |
| Science .50             | Science 1.00            | 1.50               | Science        | 3.00 | Earth Systems<br>1.00                              | Biological Science<br>1.00  | Additional Credit<br>1.00 |  |   |
| Utah Studies<br>.50     | U.S. History I<br>1.00  | 1.50               | Social Studies | 3.00 | Geography for Life<br>.50                          | World Civilizations<br>.50  | U.S. History II<br>1.00   | U.S. Government and<br>Citizenship .50 |   |
| P.E.<br>1.00            | Health<br>.50           | 1.50               | P.E./Health    | 2.00 | Participation Skills and<br>Techniques .50         | Fitness for Life .50 / Health Education .50<br>Lifetime Activities or Sport .50 |                           |  |   |
| The Arts .50            | The Arts .50            | 1.00               | Fine Arts      | 1.50 | Fine Arts Courses 1.50                             |   |                           |  |   |
| Keyboarding .50         |                         |                    | Computer Tech. | .50  | Computer Technology .50                            |   |                           |  |   |
| CTE Intro 1.00          |                         | 1.00               | CTE            | 1.00 | Refer to Career and Technical Education box above. |   |                           |  |   |

\* Talk to your school counselor about math requirements in the new common core curriculum. Core curriculum and elective requirements may vary district to district.

Concurrent enrollment course offerings vary by school and district. Many Utah postsecondary programs accept high school courses toward a two- or four-year degree through concurrent enrollment. Check regional postsecondary Pathways for details.