

**Landstown High School & Technology Academy**  
**Entrepreneurship Technology Strand**  
**2009-2010**  
**Sample Programs of Study**

<b>Career Clusters</b>	<b>Business Management and Administration</b>	<b>Finance</b>	<b>Hospitality &amp; Tourism</b>	<b>Marketing</b>
<b>Career Pathways</b>	<b>Management Careers in</b> General Management Business Information Human Resource Operations Administrative Support	<b>Careers in:</b> Securities and Investments Business Finance Banking Services Insurance	<b>Careers in:</b> Restaurants and Food/Beverage Service Lodging Travel and Tourism Recreations, Amusements and Attractions	<b>Careers in:</b> Marketing Management Professional Sales Merchandising Marketing Communications Marketing Research
<b>Programs of Study</b>	<b>Principles of Marketing/Exploring Entrepreneurship</b>	<b>Principles of Marketing/Exploring Entrepreneurship</b>	<b>Principles of Marketing/Exploring Entrepreneurship</b>	<b>International Marketing</b>
<b>Certifications</b>	<b>International Marketing</b>	<b>International Marketing</b>	<b>Travel/Tourism Marketing</b>	<b>Internet Marketing</b>
	<b>Internet Marketing</b>	<b>Internet Marketing</b>	<b>SER Marketing</b>	<b>Travel/Tourism Marketing or SER Marketing</b>
	<b>Advanced Entrepreneurship</b>	<b>Advanced Entrepreneurship</b>	<b>Advanced SER Marketing</b>	<b>Advanced Entrepreneurship or Advanced SER Marketing</b>
	<b>NOCTI NRF Customer Service NRF Selling</b>	<b>NOCTI NRF Customer Service NRF Selling</b>	<b>NOCTI NRF Customer Service NRF Selling</b>	<b>NOCTI NRF Customer Service NRF Selling</b>