



St. Johns River Tech Prep Consortium
 Serving Clay County, Putnam County, St. Johns County,
 First Coast Technical Institute and St. Johns River Community College

Marketing: Academy of Finance / Academy of Sports, Recreation, & Entertainment Marketing

TECH PREP provides students with a specialized curriculum to build competence in communication, math, science and technical skills. This better prepares students to advance into the First Coast Technical Institute or the St. Johns River Community College for a certificate program and/or a two-year Associate in Science/Applied Science degree that prepares them for immediate employment or to continue their education. This is a recommended program of study. See your guidance counselor for details.

Program of Study	Freshman	Sophomore	Junior	Senior	Electives/Dual Enrollment
Academy of Finance	Business Systems and Technology	Financial Operations	Financial Planning	Financial Accounting	CGS1100 Microcomputer Aps Software GEB 1011 Intro to Business MTB 1103 Business Math FIN 1100 Personal Finance
Academy of Sports, Recreation & Entertainment Marketing		Sport, Recreation, & Entertainment Essentials	Sport, Recreation, & Entertainment Applications	Sport, Recreation, & Entertainment Marketing Management	CGS1100 Microcomputer Aps Software GEB1011 Intro to Business MAR2011 Principles of Marketing

St. Johns River Community College

First Coast Technical Institute

Certificate Programs

- Accounting Management
- Business Management
- Office Management - Legal
- Office Management – Medical
- Office Management

AS Degree Programs

- Accounting Technology
- Business Administration
- Computer Information Administrator
- Financial Services
- Internet Services Technology
- Marketing
- Office Administration - Legal
- Office Administration - Medical
- Office Administration

Certificate Programs

- Administrative Assistant
- Medical Administrative Specialist
- PC Support Specialist
- Network Support Specialist

Dual enrollment technical courses are recommended for electives. Please contact your guidance counselor to see what opportunities are available for you. First Coast Technical Institute and St. Johns River Community College offer technical dual enrollment for students who meet the criteria.

Program of Study

If the recommended program of study is followed, a student will have completed clock hours at First Coast Technical Institute or St. Johns River Community College. Students may also earn credit in an AS Degree program at SJRCC through the Institutional Exam process and/or dual enrollment.

Secondary Program	Post-Secondary Programs - Certificate	Post-Secondary Programs AS Degree
Academy of Finance	Accounting Management – Up to 12 hours at SJRCC Administrative Assistant – 150 hours at FCTI Business Management – Up to 9 credits at SJRCC Office Management-Legal – Up to 15 credits at SJRCC Office Management– Up to 12 credits at SJRCC Medical Administrative Specialist -150 hours at FCTI	Accounting Technology – Up to 12 credits at SJRCC Business Administration – Up to 9 credits at SJRCC Computer Information Admin – Up to 18 credits at SJRC Financial Services – Up to 15 credits at SJRCC Marketing – Up to 21 credits at SJRCC Office Administration - Legal – Up to 21 credits at SJRCC Office Administration – Up to 17 credits at SJRCC Office Administration – Medical – Up to 17 credits at SJRCC
Academy of Sport, Entertainment, and Recreation Marketing		Marketing – Up to 21 hours at SJRCC

To contact St. Johns River Community College, please visit www.sjrcc.edu

To contact First Coast Technical Institute, please visit www.fcti.org

To learn about Florida’s labor / market trends and salaries, please visit www.labormarketinfo.com/library/oes/estimates2004/q1-2004statewide200302.xls

For career planning, please visit www.facts.org

All programs listed above meet the Bright Futures Florida Gold Seal Scholars Award criteria.

For further information, please contact one of the following: Raleigh Sapp, Clay County- 904-284-6574; Grace Smith, Putnam County – 386-329-0536; Tyrone Ramsey, St. Johns County – 904-819-7530; Jay Steele, Tech Prep Director – 904-819-7729; Melissa O’Connell, SJRCC Workforce Education Coordinator – 386-312-4232; Melissa Williams, SJRCC Dual Enrollment – 386-312-4136, Lee Adams, FCTI Guidance Counselor – 904-829-1057