

Industry Credentials, Concentration Sequences, and Career Clusters

Lodging Management (8159)

Industry Credentials:

These apply only to 36-week courses

- A*S*K Fundamental Marketing Concepts Assessment
- Business of Retail: Operations and Profit Examination
- Certified Front Desk Representative Examination
- Certified Guest Service Professional Examination
- Certified Guestroom Attendant Examination
- Certified Hospitality and Tourism Management Professional (CHTMP) Examination
- College and Work Readiness Assessment (CWRA+)
- Customer Service and Sales Certification Assessment
- Hospitality Management–Food and Beverage Assessment
- Hospitality Management–Lodging Assessment
- Lodging Assessment
- National Career Readiness Certificate Assessment
- Restaurant, Food and Beverage Services Assessment
- Workplace Readiness Skills for the Commonwealth Examination

Concentration Sequences:

*A combination of this course and those below, equivalent to two 36-week courses, is a **concentration sequence**. A **program completer** is a student who has met the requirements for a CTE concentration sequence and all other requirements for high school graduation or an approved alternative education program. Students wishing to complete a specialization may take additional courses based on their career pathways.*

- Digital and Social Media Marketing
- Entrepreneurship
- Entrepreneurship, Advanced
- Marketing
- Marketing Exploration (formerly Introduction to Marketing) (18 Weeks)
- Marketing Exploration (formerly Introduction to Marketing) (36 Weeks)
- Marketing Management

- Opportunities in Global Trade
- Opportunities in Global Trade, Advanced
- Principles of Business and Marketing (18 Weeks)
- Principles of Business and Marketing (36 Weeks)
- Strategic Marketing (formerly Marketing, Advanced)
- Travel and Tourism Marketing

Career Clusters, Career Pathways, and Occupations:

- Hospitality and Tourism
 - Lodging
 - Bookkeeping, Accounting, or Auditing Clerk
 - Caterer
 - Chief Engineer
 - Concierge
 - Front Desk Clerk
 - Front Office Manager
 - Marketing Manager
 - Recreation, Amusements and Attractions
 - Advertising and Promotions Manager
 - Caterer
 - Meeting and Convention Planner
 - Recreation Supervisor
 - Recreation Worker
 - Retail Manager
 - Sports Promoter
 - Restaurants and Food and Beverage Services
 - Facilities Manager
 - Food Service Manager
 - Host, Hostess
 - Meeting and Convention Planner
 - Travel and Tourism
 - Human Resources Manager
 - Meeting and Convention Planner
 - Tour, Travel Guide
 - Travel Agent