

# 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