

# CTAE PATHWAY GUIDE

## WEST FORSYTH HIGH SCHOOL



4155 Drew Rd, Cumming, GA 30040 | [www.forsyth.k12.ga.us/wfhs](http://www.forsyth.k12.ga.us/wfhs)

### A/V Technology and Film



**A/V TECHNOLOGY AND FILM** students will design, manufacture, operate and/or repair audio visual equipment, create presentations of sound, video, and data in a variety of formats, gather information, prepare broadcasts, build sets, and operate equipment used to record and transmit programs and/or motion pictures, and operate sound mixing and/or video editing equipment.

#### PATHWAY COURSES

- Audio and Video Technology and Film I
- Audio and Video Technology and Film II
- Audio and Video Technology and Film III

#### CAREER CHOICES

- Audio and Video Equipment Technician
- Broadcast News Analyst
- Broadcast Technician
- Camera Operator
- Control Room Technician
- Editor
- Journalist
- Radio and Television Announcer
- Reporter
- Sound Technician
- Station Manager

**INDUSTRY CREDENTIAL (Credential of Value): Adobe Certified Associate**

### Computer Science



**COMPUTER SCIENCE** students will prepare for entry-level, technical, and professional IT careers, including the design, development, implementation, and maintenance of computer systems and software. Students will also gain knowledge of computer operating systems, programming languages, and gain knowledge of required cutting-edge technologies. Students will build a solid understanding and foundation of computer science which emphasis on computational thinking practices: connecting computing, developing computational artifacts, abstracting, analyzing problems and artifacts, communicating, and collaborating.

#### PATHWAY COURSES

- Introduction to Software Technology
- Computer Science Principles or AP CS Principles
- AP Computer Science A

#### CAREER CHOICES

- Computer Hardware Engineer
- Computer Network Architect
- Computer Programmer
- Computer System Analyst
- Database Administrator
- Information Security Analyst
- Information Systems Manager
- Network Administrator
- Software Developer
- Software Engineer
- Video Game Designer

**INDUSTRY CREDENTIAL (Credential of Value): Microsoft Technology Associate (MTA): Software Development Fundamentals**

### Cosmetology



**COSMETOLOGY** students will learn both fundamental theory and practices of the personal care professions. Emphasis will be placed on professional practices and safety. Areas addressed include state rules and regulations, professional image, bacteriology, decontamination and infection control, chemistry fundamentals, safety, Hazardous Duty Standards Act compliance, and anatomy and physiology. Students will master shampooing, permanent waving, haircutting, basic skin care, and make-up application while maintaining safety and sanitation in the workplace set forth by OSHA standards.

#### PATHWAY COURSES

- Introduction to Personal Care Services
- Cosmetology Services II
- Cosmetology Services III

#### CAREER CHOICES

- Barber Stylist
- Chemical Texture Specialist
- Color Specialist
- Cosmetologist
- Cutting Specialist
- Esthetician
- Hair Color Specialist
- Hairstylist
- Make-up Artist
- Nail Technicians
- Salon Owner
- Shampoo Tech
- Wig Stylist

**INDUSTRY CREDENTIAL (Credential of Value): NOCTI Cosmetology**

**For more education on each pathway, download a complete Program of Study:**

<https://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Pages/Programs-of-Study.aspx>

# CTAE PATHWAY GUIDE

## WEST FORSYTH HIGH SCHOOL



4155 Drew Rd, Cumming, GA 30040 | [www.forsyth.k12.ga.us/wfhs](http://www.forsyth.k12.ga.us/wfhs)

### Culinary Arts



**CULINARY ARTS** students will complete a variety of skills required by the restaurant and food industry such as knife skills, cooking techniques, menu planning, food purchasing and costing, food safety and sanitation, and front of the house service. The pathway allows students to develop in-depth knowledge and hands-on skill mastery of culinary arts and allows them to refine hands-on production of the classic fundamentals in the commercial kitchen.

#### PATHWAY COURSES

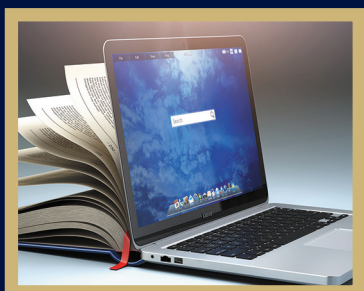
- Introduction to Culinary Arts
- Culinary Arts I
- Culinary Arts II

#### CAREER CHOICES

- Cake Designer
- Caterer
- Chef and Head Cook
- Dining Room Management
- Food and Beverage Director
- Food Services Manager
- Food Stylist and Photographer
- Food Writer and Critic
- Kitchen Manager
- Pastry Chef
- Personal Chef
- Restaurant Entrepreneur

**INDUSTRY CREDENTIAL (Credential of Value): American Culinary Federation (ACFEF) Secondary Culinary Graduate**

### Education as a Profession



**EDUCATION AS A PROFESSION** students will learn to plan, manage, and provide education and training services, and related learning support services such as administration, teaching/training, administrative support, and professional support services. They will be engaged in observations, interactions, and analyses of critical and contemporary educational issues and investigate issues influencing the social and political contexts of educational settings in Georgia and the United States and actively examines the teaching profession from multiple vantage points both within and outside of the school.

#### PATHWAY COURSES

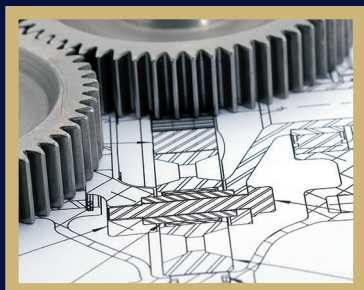
- Education as a Profession I
- Education as a Profession II
- Education as a Profession Practicum

#### CAREER CHOICES

- Adult Educator
- After-School Program Supervisor
- Coach
- Education Evaluator
- Educational and Teacher Aide
- K-12 School Teacher
- Media Specialist
- Post-Secondary Vocational Education
- Recreation Attendant
- School Administration
- Special Education Teacher

**INDUSTRY CREDENTIAL (Credential of Value): NOCTI Teaching as a Profession (College EDUC 2110 Credit in Georgia)**

### Engineering and Technology



**ENGINEERING AND TECHNOLOGY** students will combine hands-on projects and rigorous curriculum to be prepared for challenging postsecondary engineering and technology problems; and build solid technical writing, comprehension, calculation, problem-solving, and technical skills. Students are encouraged to take relevant math and science courses, such as advanced algebra, chemistry, calculus, geometry, trigonometry, physics, design, and engineering concepts.

#### PATHWAY COURSES

- Foundations of Engineering and Technology
- Engineering Concepts
- Engineering Applications

#### CAREER CHOICES

- Civil Engineer
- Designer
- Drafter
- Electrical Engineer
- Industrial Engineer
- Machinist
- Manufacturing
- Materials Engineer
- Mechanical Engineer
- Quality Control Inspector

**INDUSTRY CREDENTIAL (Credential of Value): NOCTI Engineering and OSHA 10**

**For more education on each pathway, download a complete Program of Study:**

<https://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Pages/Programs-of-Study.aspx>

# CTAE PATHWAY GUIDE

## WEST FORSYTH HIGH SCHOOL



4155 Drew Rd, Cumming, GA 30040 | [www.forsyth.k12.ga.us/wfhs](http://www.forsyth.k12.ga.us/wfhs)

### Esthetics



**ESTHETICS** students will learn about the practice of skincare and body treatments as they build technical skill proficiency that includes client consultation and preparation, basic skin care, basic electricity, facial treatment, hair removal, lash and brow tinting, and post consultation. This pathway assists students understanding how to help individuals with their personal appearance, as skincare specialists cleanse and beautify the face and body to enhance a person's appearance. Students in this pathway will be prepared to work in a variety of settings, including spas, salons, dermatology offices, and other beauty-related environments.

#### PATHWAY COURSES

Introduction to Personal Care Services  
Esthetics I  
Esthetics II

#### CAREER CHOICES

Beauty Consultant  
Beauty Educator  
Clinical Esthetician  
Cosmetic Sales Representative  
Esthetician  
Freelance Beauty Professional  
Makeup Artist  
Product Developer  
Skin Care Specialist  
Spa Manager

**Industry Credential (Credential of Value): Not Yet Approved by the Georgia Department of Education**

### Fashion, Merchandising and Retail Management



**FASHION, MERCHANDISING AND RETAIL MANAGEMENT** students will be introduced to the retail industry including the fundamentals of fashion marketing, key marketing concepts essential to every business, types of businesses involved in the industry, and an array of career opportunities. Students will develop skills in such areas as fashion economics, marketing segmentation and target marketing, product selection and buying, and inventory system. The pathway will also help them develop skills necessary for managing pricing, visual merchandising, advertising, special promotions, professional sales, and customer service.

#### PATHWAY COURSES

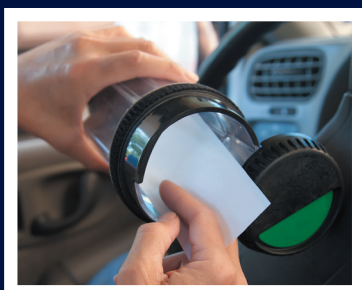
Marketing Principles  
Fashion, Merchandising, and Retailing Essentials  
Advanced Fashion, Merchandising, and Retailing

#### CAREER CHOICES

Advertising and Promotions Manager  
Brand Manager  
Entrepreneurs/Company Owner  
Fashion Designer  
General Merchandise Manager  
Merchandise Analyst  
Manufacturer's Sales Representative  
Online Merchant  
Product Developer  
Retail Buyer  
Visual Merchandiser  
Wholesale and Retail Buyer

**INDUSTRY CREDENTIAL (Credential of Value): MBA Standard Marketing Program of Study/End of Program HS Exam**

### Financial Services



**FINANCIAL SERVICES** students will focus on recognizing a business opportunity, starting a business, operating and maintaining a business. Students will align business goals that focus on planning, organizing, coordinating, and controlling the resources needed to produce and provide goods and/or services that lead to owning and operating a small business. Methods for measuring the financial performance of financial institutions and investments are also analyzed.

#### PATHWAY COURSES

Introduction to Business and Technology  
Financial Literacy  
Banking, Investing and Insurance

#### CAREER CHOICES

Accountant  
Auditor  
Business Teacher  
Claims Adjuster  
Financial Project Specialist  
Financial Planner  
Insurance Sales Agent  
Research  
Sales and Service

**INDUSTRY CREDENTIAL (Credential of Value): NOCTI Financial & Investment Planning**

**For more education on each pathway, download a complete Program of Study:**

<https://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Pages/Programs-of-Study.aspx>

# CTAE PATHWAY GUIDE

## WEST FORSYTH HIGH SCHOOL



4155 Drew Rd, Cumming, GA 30040 | [www.forsyth.k12.ga.us/wfhs](http://www.forsyth.k12.ga.us/wfhs)

### Healthcare - Allied Health and Medicine



#### HEALTHCARE - ALLIED HEALTH AND MEDICINE

exposes students to the healthcare industry and jobs offered in a variety of establishments: hospitals, nursing and residential care facilities, physicians, dental, and other health practitioners offices, home health care services, outpatient care centers, ambulatory health care services and medical and diagnostic laboratories.

#### PATHWAY COURSES

- Introduction to Healthcare Science
- Essentials of Healthcare
- Allied Health and Medicine

#### CAREER CHOICES

- Clinical Laboratory Technician
- Dental Hygienist
- EMT
- Medical Doctor
- Medical Laboratory Technician
- Orthopedic Technologist
- Paramedic
- Pediatrician
- Pharmacist
- Physical Therapist
- Radiologic Technologist
- Surgical Technologist

**INDUSTRY CREDENTIAL (Credential of Value): Not Yet Approved by the Georgia Department of Education**

### Marketing Communications and Promotions



#### MARKETING COMMUNICATIONS AND PROMOTIONS

students will focus on the performance of key responsibilities required in a retail environment and develop skills in pricing, visual merchandising, advertising, special promotions, professional sales, and customer service. They will also better understand the communication aspects of business in relation to customer/consumer relationships. Students develop knowledge and skills in advertising, direct marketing, public relations, sales promotions, and digital marketing communications.

#### PATHWAY COURSES

- Marketing Principles
- Promotional and Digital Marketing
- Integrated Marketing Communications

#### CAREER CHOICES

- Advertising and Promotions Manager
- Advertising Sales Agent
- Green Marketer
- Market Research Analyst
- Marketing Manager
- Marketing Strategist
- Public Relations Specialist
- Sales Manager
- Sales Representative

**INDUSTRY CREDENTIAL (Credential of Value): MBA Standard Marketing Program of Study/End of Program HS Exam**

### Marketing and Management



**MARKETING AND MANAGEMENT** students will focus on managing the processes responsible for identifying, anticipating, and satisfying customer requirements in a manner that is profitable for the business. Student skills include management and entrepreneurship, marketing, buying and merchandising, marketing communications and promotion, professional sales, marketing information management and research, channel management, global marketing, and internet/online marketing.

#### PATHWAY COURSES

- Marketing Principles
- Marketing and Entrepreneurship
- Marketing Management

#### CAREER CHOICES

- Advertising Account Executive
- Communications Specialist
- Customer Service Representative
- Entertainment Marketer
- Insurance Agent
- Logistics Specialist
- Market Research Analyst
- Marketing Specialist
- Media Buyer
- Product Development Management
- Public Relations Specialist

**INDUSTRY CREDENTIAL (Credential of Value): MBA Standard Marketing Program of Study/End of Program HS Exam**

**For more education on each pathway, download a complete Program of Study:**

<https://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Pages/Programs-of-Study.aspx>

# CTAE PATHWAY GUIDE

## WEST FORSYTH HIGH SCHOOL



4155 Drew Rd, Cumming, GA 30040 | [www.forsyth.k12.ga.us/wfhs](http://www.forsyth.k12.ga.us/wfhs)

### Nutrition and Food Science



**NUTRITION AND FOOD SCIENCE** students will focus on healthy food and lifestyle choices. Students will investigate the interrelationship of food, nutrition and wellness to promote good health. The most common nutritional concerns, their relationship to food choices and health status and strategies to enhance well-being at each stage of the lifecycle are also emphasized, and students will evaluate the effects of processing, preparation, and storage on the quality, safety, wholesomeness, and nutritive value of foods.

#### PATHWAY COURSES

- Food, Nutrition, and Wellness
- Food for Life
- Food Science

#### CAREER CHOICES

- Chef and Head Cook
- Dietician/Nutritionist
- Food Inspector
- Food Scientist and Technologist
- Food Services Manager
- Geriatric Food Designer
- Health Educator

**INDUSTRY CREDENTIAL (Credential of Value): ServSafe Food Safety Handler Certification**

### Sports and Entertainment Marketing



**SPORTS AND ENTERTAINMENT MARKETING** students will learn about the major segments of the sports and entertainment industry and the social and economic impact the industry has on the local, state, national, and global economies. The products and services offered to consumers and the impact of marketing on these products and services are examined. Students will also have opportunities to develop managerial and analytical skills and deepen their knowledge in sports/entertainment marketing.

#### PATHWAY COURSES

- Marketing Principles
- Introduction to Sports and Entertainment Marketing
- Advanced Sports and Entertainment Marketing

#### CAREER CHOICES

- Agent
- Communications Specialist
- Customer Service Representative
- Demonstrator and Product Promoter
- Entertainment Marketer
- Entrepreneur
- Market Research Analyst
- Marketing Specialist
- Media Buyer
- Product Development Management
- Public Relations Specialist

**INDUSTRY CREDENTIAL (Credential of Value): MBA Standard Marketing Program of Study/End of Program HS Exam**

**For more education on each pathway, download a complete Program of Study:**

<https://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Pages/Programs-of-Study.aspx>