

# CTAE PATHWAY GUIDE

## SOUTH FORSYTH HIGH SCHOOL

585 Peachtree Pkwy, Cumming, GA 30041 | [www.forsyth.k12.ga.us/sfhs](http://www.forsyth.k12.ga.us/sfhs)



### Advanced Accounting



**ADVANCED ACCOUNTING** students will learn how to make decisions about planning, organizing, and allocating resources using accounting procedures. Performing accounting activities for sole proprietorships and corporations following Generally-Accepted Accounting Procedures are also included. Students analyze business transactions and financial statements, perform payroll, and evaluate the effects of transactions on the economic health of a business. They will also learn about uncollectible accounts, plant assets, inventory, notes payable and receivable, prepaid and accrued expenses, and more.

#### PATHWAY COURSES

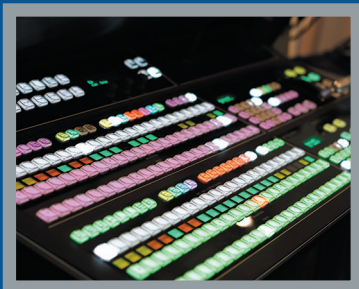
Introduction to Business and Technology  
Principles of Accounting I  
Principles of Accounting II

#### CAREER CHOICES

Bank Teller and Manager  
Chief Financial Officer  
Controller  
Corporate Finance Professional  
Credit Analyst  
Financial Counselor  
Financial Manager  
Insurance Agent and Broker  
Investment Banker  
Loan Officer  
Personal Financial Advisor

**INDUSTRY CREDENTIAL (Credential of Value): QuickBooks Certification**

### 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, as well as knowledge of computer operating systems, programming languages, and software development required of 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

#### CAREER CHOICES

Computer Hardware Engineers  
Computer Network Architects  
Computer Programmers  
Computer System Analysts  
Database Administrators  
Information Security Analysts  
Information Systems Managers  
Network Administrators  
Software Developers  
Software Engineers  
Video Game Designers

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

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

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### 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

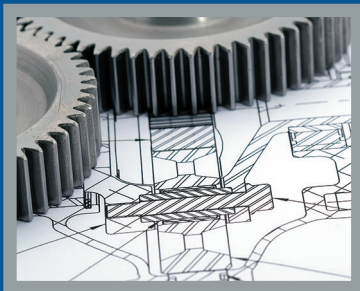
Introduction to Culinary Arts  
Culinary Arts I  
Culinary Arts II

#### 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**

### 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**

### Entrepreneurship



**ENTREPRENEURSHIP** students 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. They will learn statutes and regulations affecting businesses, families, and individuals.

#### PATHWAY COURSES

Introduction to Business and Technology  
Legal Environment of Business  
Entrepreneurship

#### CAREER CHOICES

Advertising and Promotion Manager  
Business Educator  
Chief Executive Officer  
Claims Adjuster or Examiner  
Computer Systems Analyst  
Cost Estimator  
Database Administrator  
Financial Analyst or Manager  
Network and Computer System  
Paralegal and Legal Assistant  
Personal Financial Advisor  
Training and Development Manager

**INDUSTRY CREDENTIAL (Credential of Value): NOCTI General Management**

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### Fashion Marketing



**FASHION MARKETING** 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 Managers  
Entrepreneurs/Company Owners  
Fashion Designers  
General Merchandise Managers  
Merchandise Analysts  
Manufacturer's Sales Representatives  
Online Merchants  
Product Developers  
Retail Buyers  
Visual Merchandisers  
Wholesale and Retail Buyers

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

### Human Resource Management



**HUMAN RESOURCE MANAGEMENT** students will learn about statutes and regulations affecting businesses, families, and individuals. Students will also get an overview of business law while concentrating on the legal aspects of business ownership and management. Students will also analyze the primary functions of human resources management which include recruitment, selection, training, development, compensation, and evaluation. The pathway is designed to equip students with operational knowledge of hiring, managing, and firing employees.

#### PATHWAY COURSES

Introduction to Business and Technology  
Legal Environment of Business  
Human Resources Principles

#### CAREER CHOICES

Compensation and Benefits Manager  
Employee Training Specialist  
Human Resources Assistant  
Human Resources Manager  
Human Resources Specialist  
Job Analysis Specialist  
Training and Development Manager

**INDUSTRY CREDENTIAL (Credential of Value):** NOCTI Human Resources Management

### Landscape Management Systems



**LANDSCAPE MANAGEMENT SYSTEMS** students will learn the major areas of scientific agricultural production and research; presents problem solving lessons and introductory skills and knowledge in agricultural science and agri-related technologies. The pathway also teaches the procedures to establish, manage, and maintain ornamental or recreational turf, to prepare and maintain athletic fields and playing surfaces, and to produce and market turf.

#### PATHWAY COURSES

Basic Agriculture Science  
General Horticulture and Plant Science  
Turf Production and Management

#### CAREER CHOICES

Agricultural Science Professor  
Agriculture Technician  
Arborist  
Estate Caretaker  
Forest Nursery Supervisor  
Golf Course Management  
Greenhouse Technician  
Landscape Architect  
Landscape and Nursery Worker  
Master Gardener  
Natural Resource Manager  
Pesticide Handler

**INDUSTRY CREDENTIAL (Credential of Value):** Precision Landscape Management

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### 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 Agents  
Green Marketers  
Market Research Analysts  
Marketing Managers  
Marketing Strategists  
Public Relations Specialists  
Sales Managers  
Sales Representatives

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

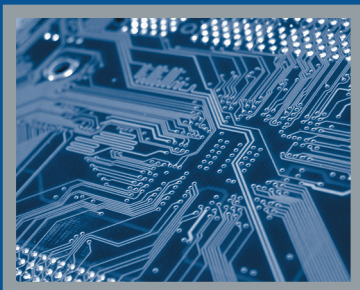
Marketing Principles  
Marketing and Entrepreneurship  
Marketing Management

#### 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

### Programming



**PROGRAMMING** students will learn essential skills involved in the design, development, implementation, and maintenance of computer systems and software, requiring knowledge of computer operating systems, programming languages, and software development. Students are able to strategize, design, and develop games and mobile and desktop applications that can be produced in the real world and learn about life-cycles of project development and use models to develop applications. Attention will be placed on how user interfaces affect the usability and effectiveness of a game or an application.

#### PATHWAY COURSES

Introduction to Software Technology  
Computer Science Principles or AP Computer Science Principles  
Programming, Apps, Games and Society

#### CAREER CHOICES

Actuaries  
Computer Programmers  
Computer Scientist  
Computer Systems Analyst  
Computing Systems Manager  
Computer Software Engineer  
Database Administrator  
Information Systems Manager  
Mathematician

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

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### 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

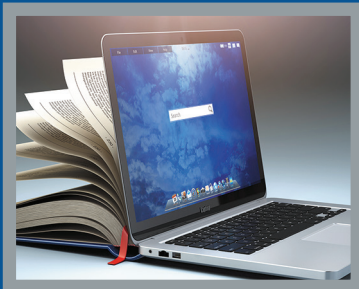
Marketing Principles  
Introduction to Sports and Entertainment Marketing  
Advanced Sports and Entertainment Marketing

#### 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

### Teaching as a Profession



**TEACHING 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

Examining the Teaching Profession  
Contemporary Issues in Education  
Teaching as a Profession Internship

#### 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)

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