

Rowland Unified School District
Career Certification Program
Sequence of Courses

Finance & Marketing

Core Courses (Two are required)	
<ul style="list-style-type: none"> • Business Foundations* • Computer Applications* <ul style="list-style-type: none"> • Personal Finance 	
Area of Concentration (Two are Required in Area of Concentration)	
<p style="text-align: center;">Financial Services</p> <ul style="list-style-type: none"> • Accounting* • Advanced Accounting* 	<p style="text-align: center;">Marketing, Sales & Service</p> <ul style="list-style-type: none"> • Marketing* • <i>International Marketing</i> • Retail Sales Merchandising (ROP) • <i>Entrepreneurship</i>
<p>Business Senior Seminar* (Required Course) (Includes Internship, Portfolio, Resume, Interview, Project and Presentation)</p>	
Graduation and Certification	
College • Trade School • Employment	

*Career Technical Education course approved for UC Admissions

Sample Career Opportunities

Financial Services	Marketing, Sales & Service
<ul style="list-style-type: none"> • Account Collector • Accountant • Accounts Payable Clerk • Appraiser • Auditor • Chief Financial Officer • Claims Agent • Controller • Cost Estimator • Loan Specialist • Tax Preparer 	<ul style="list-style-type: none"> • Account Executive • Advertising Executive • Brand Manager • Buyer • Direct Marketer • Event Marketer • Market Analyst • Marketing Administrator • Media Planner • Product Manager • Public Relations Officer