CAREER AND TECHNICAL EDUCATION

Carolus Online Academy

Enrolling in CTE Program

All students participate in a structured CTE progression beginning in middle school. In grades 6 and 7, students are enrolled in career explorations courses that emphasize broad career awareness and introductory self-discovery through engaging curriculum and the use of tools such as the You Science Snapshot, an age-appropriate assessment focused on general career clusters.

In 8th grade, students build foundational digital literacy skills while making connections between those skills and their evolving career interests.

During 9th grade, students enroll in Fundamentals of Computing to expand their digital literacy proficiency and meet South Carolina graduation requirements. Students also take Fundamentals of Business, Finance, and Marketing, a course designed to deepen career exploration and help students identify personal strengths and align them with potential career pathways.

By the end of 9th grade, students complete the full You Science Career Aptitude assessment and use their results along with other tools to guide pathway selection for 10th grade and beyond. Students also have the opportunity to earn two industry-recognized credentials during 9th grade or their first year at COA.

Career and College Prep CTE Delivery Model

All students enrolled in a CTE career pathway at COA participate in meaningful work-based learning experiences as part of a comprehensive Career and College preparation program. Career and Technical Education is delivered through an integrated approach that combines academic instruction, hands-on learning, and community engagement. The program is implemented through the following components:

- Classroom Instruction
- Project-Based Learning (PBL)
- Work-Based Learning
- Leadership Development through Career and Technical Student Organizations (CTSOs)

Work-based learning experiences provide valuable benefits for both students and industry partners. These opportunities may include mentoring, workplace visits, guest speakers, and internships. Through these experiences, students:

- Gain relevant, real-world skills aligned to career pathways
- Develop competencies needed to address workforce skill gaps
- Establish a clear pathway to postsecondary success
- Explore potential careers prior to college, supporting more informed decisions of time and financial investment

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CTE Program Pathway Expectations

Students enrolled in a CTE pathway are expected to meet the following requirements:

- Commit to completing a full CTE course pathway. *Students requesting a pathway change must meet with a school counselor and CTE administrator for approval.
- Attend all required Engageli sessions for pathway courses
- Complete coursework by established due dates
- Maintain passing grades in all pathway courses
- Actively participate in the program's Career and Technical Student Organization (CTSO) (strongly encouraged)
- Participate in work-based learning experiences aligned to an approved learning agreement and documented in the designated tracking platform (minimum hour requirements may vary)
- Prepare for and complete industry-recognized credential assessments within their program
- Create a professional resume
- Develop and maintain a Tallo profile to document CTE achievements and build a digital career portfolio
- Participate in conferences with school counselors and/or CTE administration

Work-Based Learning Eligibility

Participation in advanced work-based learning experiences (such as internships, job shadowing, and other off-campus opportunities) is a privilege. Students must demonstrate readiness by consistently meeting program expectations, which may include, but is not limited to: satisfactory attendance, timely completion of assignments, positive classroom engagement, appropriate behavior, and teacher/administrator recommendation. Final eligibility determinations are made by CTE program administration.

Program Accountability

The COA CTE Program Administration reserves the right to place a student on academic probation for failure to meet program expectations. This may include, but is not limited to:

- Failure to attend more than three consecutive required Engageli sessions without prior communication or approved documentation
- Failure to submit coursework by due dates without prior approval from the instructor

Students who do not meet the terms of academic probation may be recommended for withdrawal from the program.

Student Behavior

Students are expected to demonstrate appropriate conduct at all times, including during classes and all CTE-related activities such as field trips, internships, and job shadowing experiences. All students must adhere to the COA Student Code of Conduct and Behavioral Expectations.

Career Technical Student Organizations

Career and College Preparation students have the opportunity to participate in a Career and Technical Student Organization (CTSO). CTSOs provide students with opportunities to connect with peers who share similar career interests while developing leadership, professional, and technical skills. Students may participate in service projects, field trips, and competitive events at the local, regional, state, and national levels.

At COA, SkillsUSA serves as the primary CTSO for CTE programs. SkillsUSA is a partnership of students, teachers, and industry leaders working together to ensure the development of a highly skilled workforce. Through a structured program, SkillsUSA promotes citizenship, leadership, employability, and technical skill development.

CTE instructors intentionally integrate SkillsUSA-aligned projects and activities into coursework, allowing students to apply leadership, workplace readiness, and technical skills in meaningful, real-world contexts. Students are encouraged to extend their learning through active participation in SkillsUSA opportunities, including monthly COA chapter meetings, leadership conferences, and competitive events. Students may choose to compete at the local, regional, state, or national level based on their interests, readiness, and program participation.

CTE Grading Scale

Percentage	Letter Grade
90% - 100%	A
80%-89%	B
70%-79%	C
60-69%	D
0-59%	F

CTE Class Connect Attendance

CTE instructors conduct regularly scheduled Class Connect (CC) instructional sessions five days a week, which serve as a primary source of direct instruction. Any session designated as "required" must be attended. Required sessions may vary based on course expectations, instructional needs, and student progress.

Teachers primarily utilize the Engageli platform for live instruction. In cases where alternative platforms (such as Zoom or Microsoft Teams) are used, the same expectations apply.

Student Expectations for Live Sessions:

- Cameras must be on, with the student's face visible on screen
- Maintain an appropriate background as determined by COA administration
- Adhere to COA dress code and student conduct guidelines
- Keep microphones muted unless speaking
- All COA school rules are applicable, and expectations set forth in Student Handbook also apply.

Students may earn participation grades for required live sessions. Participation is demonstrated through active engagement, including being visibly present, responding to teacher and peer interactions, and completing live activities.

Students who are unable to attend a required session due to an excused conflict are responsible for communicating with the instructor in advance, when possible. Teachers may provide an opportunity to view the recorded session and complete any associated assignments to receive participation credit.

The COA CTE Handbook is amendable by COA at any time in the school year. If amended, students/families will be notified.

COA Pathways/Program Descriptions

Marketing & Sales

Marketing Communications Pathway: 090903

COURSES:

Middle School:

1. Career Explorations I
2. Career Explorations II
3. Digital Literacy

High School:

1. Marketing (5421)
2. Advertising (5470)
3. Choice of one: Fundamentals of Business, Finance, & Marketing (5090), Entrepreneurship (5400), Accounting 1 (5001), or Workplace Communications (5041).
4. Work-Based Learning (WBL) (5091)

CERTIFICATIONS

- Microburst EmployABILITY Soft Skills Certification (Universal – Career Ready)
- You Science Industry Certification: Marketing 1 *(Tier 1- Career Ready)*
- MOS: Microsoft PowerPoint Associate *(Tier 2- Career Ready)*
- Student Social Media Marketing Certification *(Tier 2 – Career Ready)*
- Additional Industry Certifications
  - Google Analytics Certification - (Tier III – Job Ready)
  - Entrepreneurship and SBA - (Tier II – Job Ready)
  - Intuit Certified Professional Bookkeeper - (Tier III – Job Ready)
  - You Science Business Communications (Tier I – Career Ready)
  - TSA Testing Requirement CTECS Marketing Communications (Tier 2- Career Ready)

*To learn more about certifications – see specific course descriptions for more details in the COA CTE Course Catalog

The *Marketing Communications* pathway introduces high school students to the dynamic fields of marketing and advertising. Students will learn how to create and manage effective communication strategies that promote products, services, and ideas. This pathway fosters creativity, communication, and other various skills effective for future careers in marketing.

POTENTIAL JOBS

- Marketing Specialist
- Social Media Manager
- Advertising Executive
- Public Relations Specialist
- Market Research Analyst
- Brand Manager
- Sports Marketing Manager
- Events Coordinator
- And so much more!

CTSO

SkillsUSA offers students opportunities to develop their personal, workplace, and technical skills through hands-on training and leadership activities. By participating in local, state, and national competitions, students can showcase their abilities, gain recognition, and connect with industry professionals for future career opportunities.

WORK BASED LEARNING

- Internships
- Mock Industry Projects
- Workshops
- Job Shadow

Marketing & Sales

Marketing Management Pathway: 521401

COURSES:

Middle School:

1. Career Explorations I
2. Career Explorations II
3. Digital Literacy

High School:

1. Marketing (5421)
2. Marketing Management (5431)
3. Choice of one: Fundamentals of Business, Finance, & Marketing (5090), Entrepreneurship (5400), Accounting 1 (5001), or Workplace Communications (5041).
4. Work-Based Learning (WBL) (5091)

CERTIFICATIONS

- Microburst EmployABILITY Soft Skills Certification (Universal – Career Ready)
- You Science Industry Certification: Marketing 1 *(Tier 1- Career Ready)*
- MOS: Microsoft PowerPoint Associate *(Tier 2- Career Ready)*
- CTECS Marketing Management (Tier 2)-also a TSA Pathway testing requirement
- Additional Industry Certifications
    - Entrepreneurship and SBA - (Tier II – Job Ready)
    - Intuit Certified Professional Bookkeeper - (Tier III – Job Ready)
    - You Science Business Communications (Tier I – Career Ready)

*To learn more about certifications – see specific course descriptions for more details in the COA CTE Course Catalog

The *Marketing Management* pathway introduces high school students to the essential principles of planning, directing, and overseeing marketing operations within a business. Students will explore how to analyze market trends, understand consumer behavior, and develop strategies that drive sales and customer satisfaction. This pathway emphasizes leadership, critical thinking, and decision-making skills while providing insight into areas such as product development, pricing, distribution, and promotion. Through real-world applications, students are prepared for future careers in marketing, business management, and entrepreneurship.

POTENTIAL JOBS

- Marketing Manager
- Sales Manager
- Business Analyst
- Brand Manager
- Entrepreneur
- And so much more!

CTSO

SkillsUSA offers students opportunities to develop their personal, workplace, and technical skills through hands-on training and leadership activities. By participating in local, state, and national competitions, students can showcase their abilities, gain recognition, and connect with industry professionals for future career opportunities.

WORK BASED LEARNING

- Internships
- Mock Industry Projects
- Workshops
- Job Shadow

Digital Technology

Game and Interactive Media Design: 500411

COURSES:

Middle School:

1. Career Explorations I
2. Career Explorations II
3. Digital Literacy

High School:

1. Fundamentals of Computing (5023)
2. Choose one: Entrepreneurship (5400) or Accounting 1 (5001)
3. Foundations of Animation (5350)
4. Game Design and Development (5352)
5. Work-Based Learning (WBL) (5390)

CERTIFICATIONS

- MOS Excel Associate 2019 (Tier II – Career Ready)
- MOS Word Associate 2019 (Tier II – Career Ready)
- MOS Outlook Associate
- Entrepreneurship and SBA - (Tier II – Job Ready)
- Intuit Certified Professional Bookkeeper - (Tier III – Job Ready)
- Unity Certified User: Programmer (Tier III)

*To learn more about certifications – see specific course descriptions for more details in the COA CTE Course Catalog

CTSO

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WORK BASED LEARNING

- Internships
- Mock Industry Projects
- Workshops
- Job Shadow

The *Game and Interactive Media Design* pathway introduces high school students to the creative and technical processes behind designing digital games and interactive experiences. Students will learn how to develop storylines, design characters, create animations, and build engaging user experiences using industry-relevant tools and software. This pathway emphasizes creativity, problem-solving, collaboration, and digital design skills while also exploring elements of coding, graphic design, and project development. Through hands-on projects, students gain practical experience that prepares them for future careers in game design, animation, multimedia production, and other interactive technology fields.

POTENTIAL JOBS

Entry-Level / Early Career Roles

- Game Tester (Quality Assurance Tester)
- Junior Graphic Designer
- Multimedia/Animation Assistant
- Digital Content Creator

Mid-Level / Growth Careers

- Game/Level Designer
- User Interface (UI) Designer
- User Experience (UX) Designer
- Multimedia Artist
- Web Developer

Advanced / Specialized Careers

- Lead Game Designer
- Software Developer (Game Programming)
- Virtual Reality (VR) / Augmented Reality (AR) Developer
- Mobile App Developer
- And so much more!

Management & Entrepreneurship

General Management Pathway: 520201

COURSES:

Middle School: ·

- Career Explorations I ·
- Career Explorations II
- Digital Literacy

High School: ·

- Entrepreneurship (5400) ·
- Accounting 1 (5001) ·
- Choose One: Fundamentals of Business, Finance, and Marketing (5090), Workplace Communications (5041). ·
- Work-Based Learning (WBL) (5490)

CERTIFICATIONS ·

- Microburst EmployABILITY Soft Skills Certification (Universal, Career Ready) ·
- Entrepreneurship and SBA - (Tier II – Job Ready)
- Intuit Certified Professional Bookkeeper - (Tier III – Job Ready) ·
- You Science Business Communications (Tier I – Career Ready) ·
- Additional Industry Certifications
  - Business Management and Administration CTECS TSA Testing Requirement

*To learn more about certifications – see specific course descriptions for more details in the COA CTE Course Catalog

CTSO

SkillsUSA offers students opportunities to develop their personal, workplace, and technical skills through hands-on training and leadership activities. By participating in local, state, and national competitions, students can showcase their abilities, gain recognition, and connect with industry professionals for future career opportunities.

WORK BASED LEARNING ·

- Internships
- Mock Industry Projects
- Workshops
- Job Shadow

The *General Management* pathway in the Management and Entrepreneurship cluster introduces high school students to the foundational skills needed to effectively lead and manage organizations. Students will explore key concepts such as planning, organizing, staffing, and decision-making while developing an understanding of how businesses operate and succeed. This pathway emphasizes leadership, problem-solving, teamwork, and ethical practices in a variety of business settings. Through real-world applications and collaborative experiences, students gain the skills necessary to pursue careers in management, entrepreneurship, and other leadership-focused roles.

POTENTIAL JOBS

Entry-Level / Early Career Roles

- Team Leader or Shift Supervisor ·
- Office Assistant or Administrative Assistant Customer Service Representative ·
- Retail Supervisor or Assistant Store Manager ·
- Sales Associate (with leadership potential) · Operations Assistant

Mid-Level / Growth Careers

- Project Coordinator or Project Manager ·
- Human Resources (HR) Specialist ·
- Operations Manager ·
- Training and Development Coordinator ·
- Business Analyst ·
- Account Manager

Advanced / Leadership Careers

- General/Business Manager ·
- Director of Operations ·
- Entrepreneur / Small Business Owner ·
- Executive (CEO, COO, etc.)
- And so much more!

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