NCTEF

National Career Technical Education
FOUNDATION

Topic: Upcoming Name and Pathway Changes

Introduction

During the Board Retreat in July of 2007, the Board approved the following changes to the names of two clusters and to several pathways. **These changes will become effective in June of 2008, along with the release of revised K&S.**

Changes in Career Cluster Titles:

Old	New
Business, Management and Administration	Business Management and Administration
Marketing, Sales and Service	Marketing

Career Cluster Pathways:

Business Management and Administration

Old	New
1. Management 2. Business Financial Management and Accounting 3. Human Resources 4. Business Analysis 5. Marketing and Communications 6. Administrative & Information Support	1. General Management 2. Human Resources Management 3. Business Information Management 4. Administrative Support 5. Operations Management

Marketing

Old	New
1. Management and Entrepreneurship	1. Marketing Management
2. Professional Sales and Marketing	2. Professional Sales
3. Buying and Merchandising	3. Merchandising
4. Marketing Communications and Promotion	4. Marketing Communications
	5. Marketing Research
5. Marketing Information Management and Research	
6. Distribution and Logistics	
7. E-Marketing	

Finance

Old	New
1. Financial & Investment Planning	1. Securities and Investments
2. Business Financial Management	2. Business Finance
	3. Banking Services
3. Banking & Related Services	4. Insurance
4. Insurance Services	5. Accounting

Information Technology

Old	New
Interactive Media	Web and Digital Communications

Summary of Changes:

1. Two Cluster Title changes
2. Business, Management and Administration: Of the six original pathways, four were re-titled. Of those six, two were eliminated (with content incorporated into other clusters) and one new pathway was added. Total pathways would be five.
3. Marketing, Sales, and Service: Of the seven original pathways, four were re-titled, one was replaced, and two were eliminated (with content incorporated into other clusters). Total pathways would be five.
4. Finance: Of the four original pathways, three were re-titled, one was replaced, and one new pathway was added. Total pathways would be five.
5. IT: One pathway name change.