



# CAREER TECHNICAL EDUCATION TRANSITION GUIDE DIGITAL MEDIA MARKETING

## 8TH-9TH GRADE

### Career Awareness & Exploration Options

To sign up for career awareness events, see your counselor or College & Career Center.

8th Grade Career Exploration Electives

CTE Roadshows, STEAM Day, Career Showcase events

CTE Summer Camps (July)

Take the College & Career Seminar Class 9th/10th-grade year or start a high school CTE Pathway

Take a Career Test  
[CA Career Zone](#)  
[CA Colleges](#)  
[VitaNavis](#)

## 10TH-12TH GRADE

### Career Preparation Options

Take 2 years of a Digital Media & Marketing pathway or a related ROP/Community College class

Join career-ed after-school programs. Programs are 13 weeks, days and times vary.  
[After-School Programs](#)

Career Expo

Attend workshops hosted by your College & Career Center. Workshops include: resume writing, interview skills, career-themed guest speakers, financial aid, scholarships, and more!



**SCAN ME**  
for program links and pathway info



# POST SECONDARY

## Career Training Options within 60 miles

### Community College (6 months to 2 years)

Oxnard College	Business Management, AS   Business Administration 2.0, AST	<a href="https://bit.ly/45Won7Y">https://bit.ly/45Won7Y</a>
Ventura College	Business Administration, AST   Business Management, AS	<a href="https://bit.ly/3NbSP5x">https://bit.ly/3NbSP5x</a>
Moorpark College	Business Administration, AS, AST	<a href="https://bit.ly/3CqVWRy">https://bit.ly/3CqVWRy</a>
Santa Barbara City College	Marketing, AS	<a href="https://bit.ly/48uzRAi">https://bit.ly/48uzRAi</a>
Santa Barbara City College	Business Administration: Entrepreneurship, AS	<a href="https://bit.ly/3CIMRkM">https://bit.ly/3CIMRkM</a>
Los Angeles Pierce College	Marketing, AA   Management and Supervision, AA   General Business, AA   Business Administration, AST	<a href="https://bit.ly/4aRWVL2">https://bit.ly/4aRWVL2</a>

### University of California (4 years)

University of California Los Angeles (UCLA)	Economics and Business, BA	<a href="https://bit.ly/42Ac8ek">https://bit.ly/42Ac8ek</a>
University of California Irvine (UCI)	Business Administration, BA	<a href="https://bit.ly/3CqWzuO">https://bit.ly/3CqWzuO</a>

### California State University (4 years)

California State University Northridge (CSUN)	Business, BS	<a href="https://bit.ly/3MVdBpG">https://bit.ly/3MVdBpG</a>
California State University Channel Islands (CSUCI)	Business, BS	<a href="https://bit.ly/3Cq225i">https://bit.ly/3Cq225i</a>

### Private (4 years)

California Lutheran University (CLU)	Marketing Communication, BA	<a href="https://bit.ly/3J8j3oe">https://bit.ly/3J8j3oe</a>
Westmont College	Economics and Business, BA	<a href="https://bit.ly/45WOBHt">https://bit.ly/45WOBHt</a>

### Adult Education and Trade/Apprenticeship Programs (6 months to 2 years)

Simi Institute for Career & Education	Business Technology, Various Certificate Programs	<a href="https://bit.ly/3SbxDQG">https://bit.ly/3SbxDQG</a>
Ventura Adult and Continuing Education (VACE)	Business Administration and Management, Certificate   Business Administration, Certificate	<a href="https://bit.ly/3NjWX3B">https://bit.ly/3NjWX3B</a>
Conejo Valley Adult Education	Marketing Assistant, Certificate	<a href="https://bit.ly/43VwH65">https://bit.ly/43VwH65</a>
Conejo Valley Adult Education	Office Manager, Certificate	<a href="https://bit.ly/43RvhHa">https://bit.ly/43RvhHa</a>
Laurus College	Business Systems Management, BS	<a href="https://bit.ly/45WPrUD">https://bit.ly/45WPrUD</a>
Laurus College	Business Administration, AS	<a href="https://bit.ly/3Crc4mu">https://bit.ly/3Crc4mu</a>
Laurus College	Professional Business Stems, OAD	<a href="https://bit.ly/3P6SVOg">https://bit.ly/3P6SVOg</a>
Charter College	Business Administration, BS   Business Office Administration, Certificate   Business Administration AAS   Business Management, AAS	<a href="https://bit.ly/3PbtDbt">https://bit.ly/3PbtDbt</a>

## Professional Organizations

National Association of Women Business Owners  
<https://www.nawbo.org/>

Entrepreneur's Organization  
<https://hub.eonetwork.org/>

## Future Careers

4 year degree:



2 year degree:



Certificates/Training/Some College:



Additional Options:



How much can I make? [www.bls.gov/ooH](http://www.bls.gov/ooH)

How many jobs are out there? [www.onetonline.org](http://www.onetonline.org)

## LEVELS OF EDUCATION

