

OUR VISION:

Upon completing the B.E.A.M. Academy program, every student will graduate with the knowledge and skills necessary to be successful in post-secondary education and/or the workforce.

OUR MISSION:

The Duval County Public School System in conjunction with Englewood High School and the B.E.A.M. Academy is committed to providing high quality educational opportunities that will inspire the students to acquire and use the knowledge and skills needed to succeed in a global economy and culturally diverse world.

Englewood High School
B.E.A.M. Academy

Academy of Promotional Enterprises

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Lighting
the Way
Toward
a Bright
Future.

Englewood High School

B.E.A.M. Academy
Academy of Promotional Enterprises





THE STRUCTURE:

This program is a planned sequence of instruction consisting of the Business Technology Education Core (Computing for College and Careers) and four additional occupational completion points.

THE PURPOSE:

A broad foundation of knowledge and skills prepares students for employment in the digital imprinted merchandise industry. Development of specialized skills in production planning, design, layout, and evaluation of business promotional campaigns in the digital imprinted merchandise industry are critical components of the program.

COURSES:

Introduction to Information Technology or Computing for College and Careers

Promotional Design Management

Custom Promotional Sales and Distribution

Promotional Business Management and Supervision 1

Promotional Business Management and Supervision 2

Legal Aspects of Promotional Industry Ownership

CERTIFICATION:

Students can earn Adobe National Industry Certification.

This program focuses on broad, transferable skills and stresses understanding and demonstration of the following elements of the imprinted merchandise industry: **planning; management; finance; technical and production skills; underlying principles of technology and design.**



PROMOTIONAL ENTERPRISES:

This program is designed to prepare students for employment as an Information Technology Assistant, Custom Promotional Design Manager, First Line Supervisor, Small Business Manager, and General Operations Manager/Owner.

The content includes enhanced practical experiences in management of digital layout and design, production of embroidered apparel, direct to garment print, sublimation, specialty items and signs as it relates to the running and management of a digital imprinted merchandise business.

LABORATORY ACTIVITIES:

Laboratory activities are an integral part of this program and include the use of keyboarding systems; computer systems; embroidery equipment; direct to garment print equipment; cad-cutting equipment; sublimation equipment; thermodynamic equipment; and electronic equipment for storage, scanning, imaging, retrieval, presentation, CD recording, video, and printing purposes.

Gold Seal Vocational Scholarship:

Course substitutions as defined in the Comprehensive Course Table for this program area may be used to qualify a student for Florida's Gold Seal Vocational Scholarship, providing all other eligibility requirements are met.

Eligibility requirements are available online at <https://www.osfaffelp.org/bfiehs/fnbpcm02CCTMain.aspx>.