

# Firsthand Knowledge



Joel Holland thinks a lot about career preparations. As the producer and host of the national teen career show, *Streaming Futures*, Joel encourages teens to take advantage of career opportunities in high school—just like he’s done himself.

“The courses that helped me the most in high school were in the marketing program,” Joel says. “They were terrific. What I really liked was that the teachers came from business backgrounds themselves, so they really knew about the material. [Also,] the speech and presentation skills I learned in marketing helped me build the confidence necessary to contact and solicit guests for *Streaming Futures*.”

Joel is still working on his own future, too; in addition to his hosting duties, he is earning a business degree at Babson College.

**JOEL HOLLAND**  
**Producer & Host of Streaming Futures, KidzOnline**

**High School:** McLean

**CTE Programs Studied:** Marketing & Advanced Marketing

**Additional Studies/Training:** Babson College (Entrepreneurship, Marketing & Management)

## Marketer

A career in marketing can lead to employment with a major web site, a TV station, a manufacturer, or an institution. In fact, marketing tasks exist in virtually any organization that has a message to convey—which makes marketing a very versatile specialty.

## Electives to take in high school

- Marketing
- Advanced Marketing
- International Trade & Marketing
- Principles of Business
- Internet Marketing

## What to study after high school

While not all marketing-related careers will require college degrees, many major employers require college credentials for all applicants. A whole host of business, marketing, and management programs are available from both two-year and four-year institutions across the Commonwealth—not to mention respected master’s degree programs.

# February


### January

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### March

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# 2006

sunday	monday	tuesday	wednesday	thursday	friday	saturday
			1	2	3	4
5	6	7	8	9	10	11
						ACT Test
12	13	14	15	16	17	18
CTE Week		Valentine’s Day				
19	20	21	22	23	24	25
	President’s Day/ George Washington’s Birthday					
26	27	28	<div style="text-align: center;"> <p><b>Get ready for your future career.</b></p> <p>Know how with Career and Technical Education.</p> </div> <div style="text-align: right;">  <p>The place to discover your career.  <b>know how VIRGINIA</b>.org  <a href="http://www.KnowHowVirginia.org">www.KnowHowVirginia.org</a></p> </div>			