

# BUSINESS

## Career and Technical Education Program at Milton Hershey School

The Business CTE program area is a launchpad for future leaders, innovators, and entrepreneurs. Students take charge of their futures through a dynamic blend of real-world experiences and mentorship. They're exposed to the fast-paced world of business, learning how to think strategically, lead ethically, and act decisively.

Whether exploring finance, marketing, sales, management, or entrepreneurship, students develop competencies that translate directly into career success.

Students learn from industry professionals, who bridge academic learning with practical expertise. The award-winning Hershey Honors Business Program pairs honors students with experts from The Hershey Company. They learn how departments function, how teams collaborate, and how challenges are turned into success stories at a Fortune 500 company.

The Media & Communications pathway in the Business CTE program area offers hands-on experience in graphic design, video production, photography, and animation. Using industry-standard tools like Adobe Creative Cloud, students create professional-quality projects such as advertisements, logos, and brand materials, giving students a strategic advantage for their future.

Business students can participate in a variety of career-focused competitions and organizations. These opportunities strengthen key skills such as public speaking and critical thinking. They receive support from MHS staff members as they prepare for formal presentations evaluated by business professionals.



**"I don't know many other high schools that go to a Fortune 500 company all the time, like The Hershey Company, and talk with their department heads and participate in internships. They help kids out a lot with finding out what they want to do."**

**— Faith Flores**  
MHS Student



## BUSINESS EXAMPLE CAREER PATHWAYS

- Accounting & Finance
- Marketing
- Distribution
- Logistics & Supply Chain Management
- Media & Communications
- Retail Operations

## STUDENT ORGANIZATIONS

- Future Business Leaders of America (FBLA)
- Milt Morning Update (MMU)

## CORE SKILLS

- Public Speaking
- Negotiation
- Critical Thinking
- Judgement and Decision Making

## COLLEGE PARTNERSHIP

- Carlow University – Principles of Accounting and Excel Applications in Business



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**[mhskids.org/CTE](https://mhskids.org/CTE)**.



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## FUTURE CAREER OPTIONS

- **High School Diploma:**
  - Customer Service Representative
  - Retail Sales Associate
  - Data Entry Clerk
  - Marketing Assistant
- **2-Year Degree:**
  - Payroll Specialist
  - Marketing Coordinator
  - Office Manager
  - Logistics Coordinator
- **4-Year Degree:**
  - Accountant
  - Financial Analyst
  - Operations/Marketing Manager
  - Human Resources Specialist
  - Meeting/Convention/Event Planner
  - Media and Communications

## AUTHENTIC WORK EXPERIENCES

- **Internships:**
  - MHS Finance Department
  - MHS Alumni Relations Department
  - MHS Facilities & Technical Services (FTS) Department
  - MHS Communications and Marketing Department
  - HE&R
  - THC
  - HTC
- **Co-operative Education:**
  - MHS Finance Department
  - MHS Alumni Relations Department
  - MHS FTS Department
  - MHS Communications and Marketing Department
  - HE&R
  - THC
  - HTC
- **Expanded Opportunities:**
  - MHS Spartan Spirit School Store



**9** Industry-Recognized  
Certifications



**9** College  
Credits

Sources: O\*Net, Bureau of Labor Statistics Occupational Outlook Handbook