

Business & Marketing Education

“Giving you tools to
succeed in your future!”

Will your future include...

Management?

Computers?

Finance?

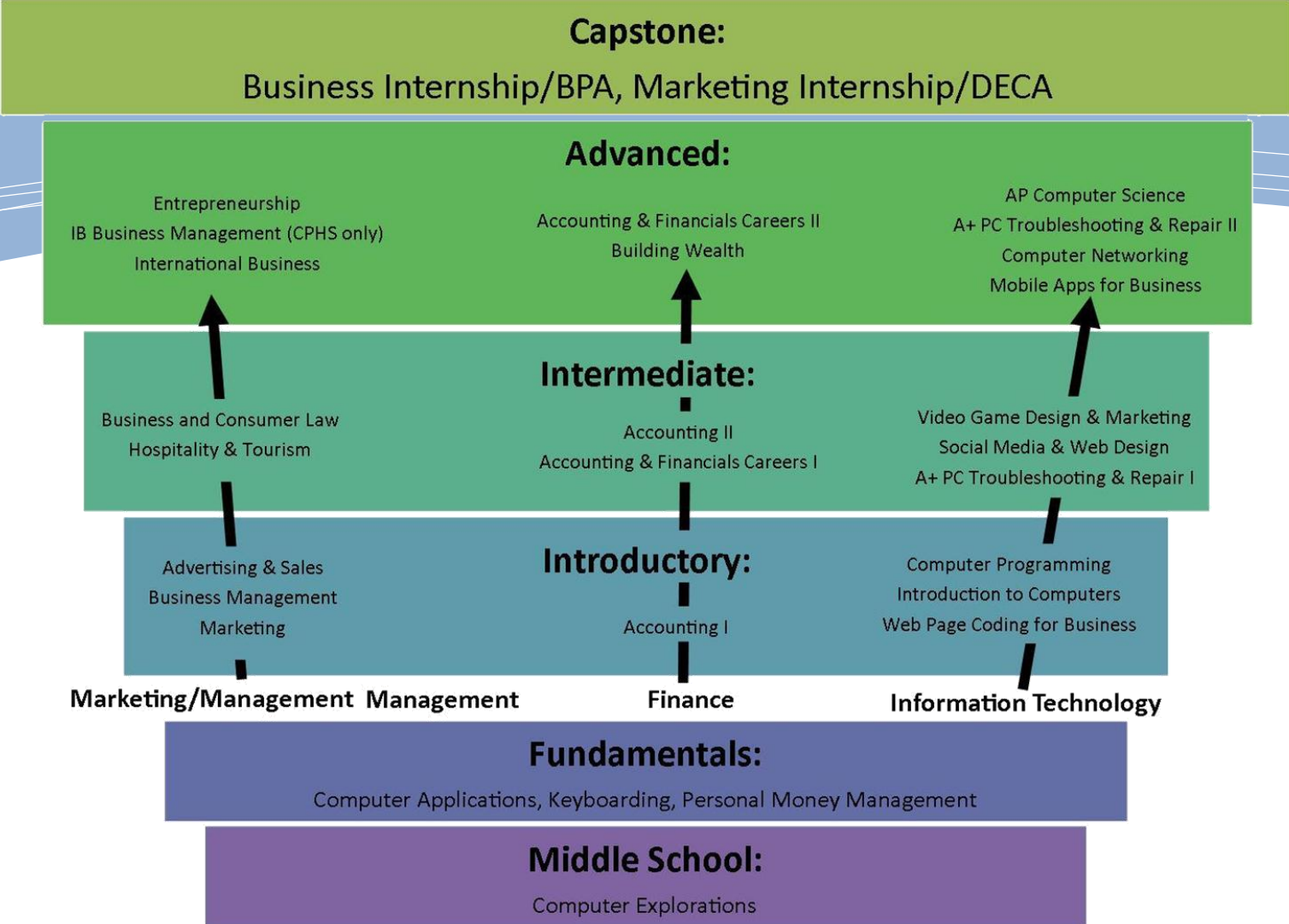
Investments?

Do you want to run your own business?

Do you want to retire a millionaire?

Do you like working with computers?

**Then Business & Marketing
courses are for YOU!!**



Business & Marketing Education Pathways

**Try something
new...**

**Web Page Coding
for Business**

**Social Media Marketing
and Web Design**

**Hospitality
and Tourism**

**Mobile Apps
for Business**

Fundamental Courses

Computer
Applications

Personal
Money
Management

Keyboarding

Fundamental Courses

Computer Applications

- Word
- PowerPoint
- Excel
- Access



Personal Money Management

- Budgeting
- Credit Cards
- Banking/Finance
- Real Estate
- Stock Market Game
- Learn how to retire a millionaire!

Keyboarding

- Proper keyboarding techniques
- Formatting documents
- Improve speed and accuracy

Marketing and Management Courses

Hospitality and
Tourism

**Business
Management**

Advertising and Sales

**INTERNATIONAL
BUSINESS**

Marketing

Business and
Consumer Law

Entrepreneurship

Marketing and Management Courses

Business and Consumer Law

- Mock trials
- Guest speakers
- Field trip to watch actual court cases

Hospitality and Tourism

- Perform event planning in the Hospitality Sector
- Business to business selling
- Travel and Tourism Bureau rebranding
- Creativity and Innovation
- Communication and Collaboration

Entrepreneurship

- Create a business plan
- Learn how to start your own business
- Study successful entrepreneurs

Business Management

- Simulate management of a virtual business
- Experience what it's like to run your own business



Learn how to
operate your own
business!

Marketing and Management Courses

Marketing

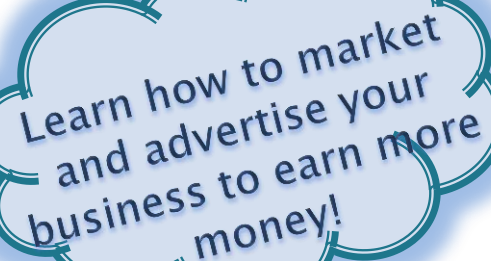
- Develop your own sports/entertainment franchise
- Create marketing materials

Advertising and Sales

- Gain sales experience
- Design advertisements

International Business

- Foreign business practices
- Trade law
- International monetary systems
- Cultural differences
- International career opportunities



Learn how to market and advertise your business to earn more money!

Finance Courses

**Building Wealth
Through Investments**

Accounting I

Accounting II

Finance Courses

Accounting I and II

- “Keep score” in business
- Recording business transactions
- Excellent career field

Building Wealth (Honors)

- Create investment portfolio
- Stock Market

Manage your
money and
retire a
millionaire!



Information Technology Courses

**Web Page Coding
for Business**

**Introduction to
Computers**

Social Media and
Web Design

**Mobile Apps for
Business**

**Computer
Programming**

**Video Game Design
and Marketing**

AP Computer Science

Information Technology Courses

Social Media and Web Design

- Investigate online marketing tools
- Create web sites
- Develop graphic design skills

Web Page Coding for Business

- Create web pages
- HTML programming

Introduction to Computers

- Basic computer skills



Learn current technology!

Information Technology Courses

Video Game Design and Marketing

- Learn basic programming concepts and functions
- Use a 3D game editor
- Develop an actual video game



Computer Programming

- Java programming
- Create your own computer program

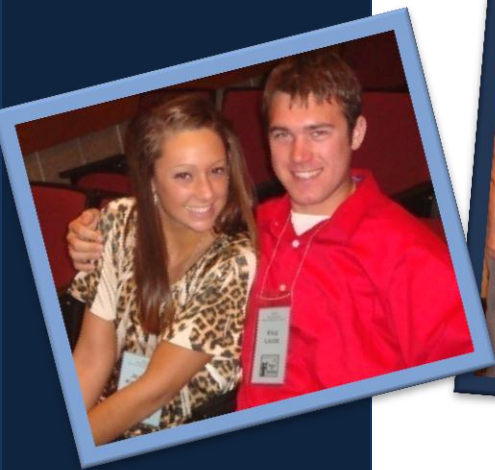
AP Computer Science

- Java Programming
- Earn AP Credit!

Internship Programs (Seniors Only)

▶ BPA and DECA

- Operate the school store (BPA)
- Work in the business community to earn money and high school credit
- Community Service Projects
- Business competitions



Why register for Business classes?

- ▶ Increase your employability skills
- ▶ Wide array of essential computer skills to help you in other classes
- ▶ Expose you to various business careers
- ▶ Provide you skills to add to your resume
- ▶ Earn Articulated Credit or NOCTI Credit (college credit)

Looking for a way to stand out
from the crowd?

**Earn your
Business and Marketing
Certificate!**

Business and Marketing Certificate

- ▶ Take 6 or more Business and Marketing class in your high school career to earn this certificate!
- ▶ Join BPA or DECA – it counts for 3 of your 6 classes
- ▶ Looks great on college applications and resumes



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**Remember to register for
Business and Marketing
classes!**