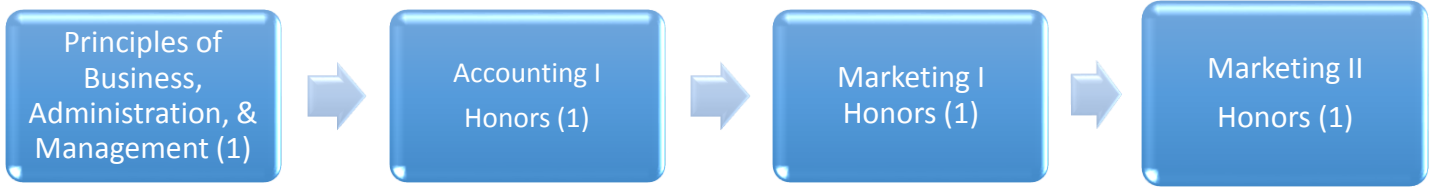


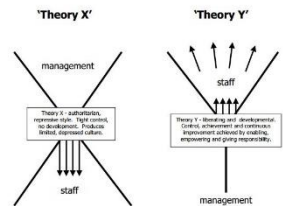


Business, Management, & Finance: Marketing Pathway



Principles of Business, Administration, & Management Prerequisite: None

This course provides students with knowledge of the types of businesses, as well as the various applications, laws, and theories of business. Students learn to analyze the functions of business through evaluating, planning, organizing, and controlling. Students will be expected to think analytically; improve written and oral communication skills; enhance listening and questioning skills; learn and practice the art of conversation; improve public speaking skills; broaden their awareness of career options; practice using teamwork to make decisions and solve problems; and learn why people skills, communications skills, and networking skills can help them succeed in their careers.



Accounting I Prerequisite: Successful completion of Principles of Business, Administration, & Management is required for pathway.

This course introduces students to the basic accounting principles. Students learn how to interpret business forms and how to prepare a simple set of accounting records: journals, ledgers, and financial statements.

Marketing I Prerequisite: Successful completion of Accounting I is required for pathway.

This course introduces students to the areas of marketing, distribution, and entrepreneurship. The focus is on the components of the marketing mix: product, price, place, promotion, and people. Classroom instruction, combined with FBLA activities, enables the students to gain a basic understanding of how products begin as concepts, are designed, manufactured, and sold as well as career opportunities in Marketing.



Marketing II Prerequisite: Successful completion of Marketing I is required for pathway.

This course allows students to develop the management skills necessary to start their own business and function in the corporate environment. Students create a business plan, using decision making skills, communication, team building, problem solving, and customer service.