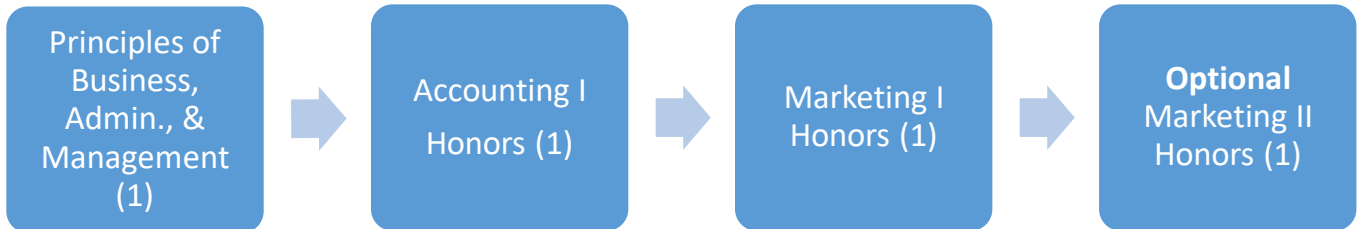
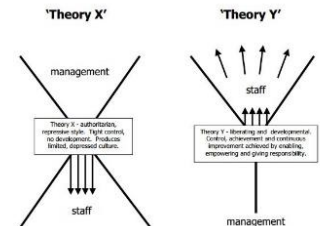


Business, Management, & Finance: Marketing Pathway



Principles of Business, Administration, & Management (Prerequisite: None)

The Principles of Business, Administration, and Management course provides students with knowledge of the types of businesses, as well as various applications, laws, and theories of business. Along with a brief historical perspective, business terminology and principles will be emphasized. Students will learn to analyze the functions of business through evaluating, planning, organizing, and controlling. Students will develop the communication skills that will be necessary for success in the workplace and college.



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. Optional course; not required for completion of 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.

Contact Ms. Krause at ckrause@bcps.org for further information.

2023-2024 Articulation Agreement

between

Baltimore County Public Schools and Community College of Baltimore County

BCPS Program Title:

Business Management and Finance Cluster, Marketing Pathway

CCBC Program Titles:

Accounting; Business Administration/Business Management; Information Technology

Program Location(s): All High Schools Eligible

BCPS Course #	BCPS Course Title	BCPS Credits Earned	CCBC Course #	CCBC Course Title	CCBC Credits Awarded
<i>Required</i>	<i>BCPS Courses</i>	<i>Below</i>	<i>CCBC</i>	<i>Courses Awarded</i>	<i>Below</i>
35.0410	Principles of Business Administration and Management	1	MNGT 101	Introduction to Business and Industry	3
35.2000 <i>or</i> 35.2010	Principles of Accounting <i>or</i> Accounting I	1	ACCT 101	Principles of Accounting I	3
35.4100	Marketing Essentials <i>or</i> Marketing I	1			
<i>Optional</i>	<i>BCPS Courses</i>	<i>Below</i>			
35.4110 <i>or</i> 35.4110	Marketing <i>or</i> Marketing Management	1 <i>or</i> 1	MNGT 150	Principles of Marketing	3
15.1400	AP Economics	1	ECON 201	Intro. to Macro-Economic Principles	3
	Internship	1			
	College Course	1			

Only students who complete Marketing Management or Marketing II will receive credit for MNGT 150, and only students who complete AP Economics will receive credit for ECON 201.

In addition, students who pass the MOS Excel Exam will earn credit for CSIT 132 and students who pass the MOS Access Exam will earn credit for CSIT 134.

This agreement is not a course by course alignment. BCPS students must successfully complete all required credits in the CTE career completer program of study with a cumulative technical Grade Point Average of a B or better and with a C grade or higher in each required course to receive articulated credit.