

BUSINESS/MARKETING COMPUTERS

114100 Introduction to Marketing and Business

Grade(s): 9-12

Credit: .5 Semester

Term(s): 1 or 2

CTE

Marketing and Business involves the many activities needed to get products/services from producers to consumers. It's one of the most exciting and vital career areas you could ever explore. This class is a must for all students who plan on succeeding in our very competitive Free Enterprise System. Students will be exposed to Marketing/Business, Economics and Human Relations. Activities will help students apply all of the marketing and business functions and relate them to any career opportunity. In addition, you will learn advanced skills in locating, applying for, and keeping a job.

114200 Sports and Entertainment Marketing

Prerequisite: Introduction to Marketing and Business

Grade(s): 9-12

Credit: .5 Semester

Term(s): 1 or 2

CTE

The marketing and business field is seeing exponential growth in the sports and entertainment industry. Now a \$500 billion industry, the sports and entertainment industry has become a dominant presence not only in the U.S., but also in the rest of the world. The sports and entertainment industry encompass everything from digital communications to personal service and sales. Students will learn the fundamental principles and concepts identified with sports and entertainment marketing, and develop skills through marketing research and actual industry-based projects. Students will also have the opportunity to plan, implement and evaluate school and community sports and entertainment marketing practices and strategies.

This course can be taken concurrently with Introduction to Marketing and Business.

114300 Business Management, Leadership,

Coaching

Prerequisite: Introduction to Marketing and Business

Grade(s): 9-12

Credit: .5 Semester

Term(s): 1 or 2

CTE

Marketing and Business Management gives students insight into the characteristics, organization, and operation of business, management and leadership. This class will give any student, whether planning to go on to school or work after graduation, the edge in the job market. To be successful in the global and diverse workplace, students must develop communication, human relations, self-management, and workplace enhancement skills. More than ever before, merely being technically competent is not sufficient.

This course can be taken concurrently with Introduction to Marketing and Business.

114400 Starting Your Own

Business-Entrepreneurship

Prerequisite: Introduction to Marketing and Business

Grade(s): 9-12

Credit: .5 Semester

Term(s): 1 or 2

CTE

An Entrepreneur is a person who attempts to earn a profit by taking the risk of operating their own business enterprise. Thousands of people become entrepreneurs each year. They start their own businesses from scratch, buy existing businesses, or buy franchised business; if they are successful in providing products and services to consumers at a profit, they will build rewarding careers for themselves as entrepreneurs. This class will help you understand what it is like to be an entrepreneur and what is involved in starting a business. Economics will be emphasized in this class.