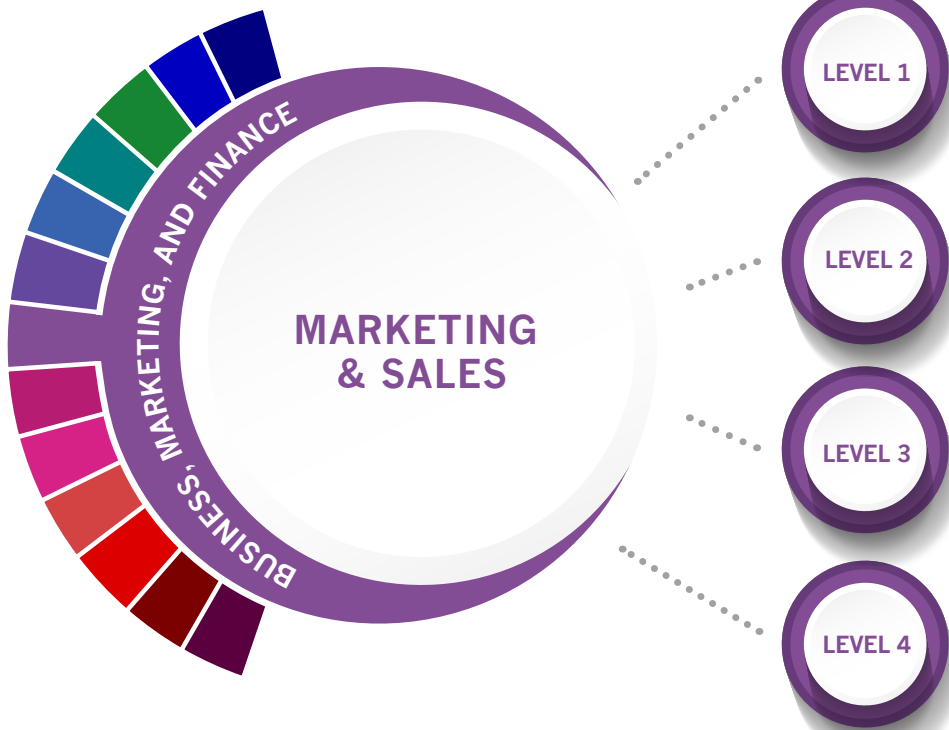


COURSES



POSTSECONDARY OPTIONS

HIGH SCHOOL/ INDUSTRY CERTIFICATION	CERTIFICATE/ LICENSE*	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/ DOCTORAL PROFESSIONAL DEGREE

OCCUPATIONS	MEDIAN WAGE	ANNUAL OPENINGS	% GROWTH

WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES



COURSE INFORMATION

COURSE NAME	SERVICE ID	PREREQUISITES (PREQ) COREQUISITES (CREQ)	GRADE
Principles of Business, Marketing, & Finance Regular or Dual Credit	8601 OR 8601-6 (1 credit)	Regular: None Dual Credit: SWTJC requirements	10-12
Sports & Entertainment Marketing	8616 (.5 credit)	Principles of BMF	11-12
Advertising	8617 (.5 credit)	Principles of BMF	11-12
Virtual Business	8614 (.5 credit)	Principles of BMF	11-12
Advanced Marketing	8618 (2 credits)	Sports & Entertainment Marketing I & Advertising	12
Career Prep I	8606 (3 credits)	None	12

COURSE DESCRIPTIONS

Principles of Business, Marketing, & Finance Regular:

College Credits for DC: BUSI 1301 & BMGT 1301

Principles of Business, Marketing, & Finance Dual Credit

In the first semester, students will create their very own business! Students are given the opportunity to enjoy hands-on learning in all areas of business, including the process of building one from the ground up. The second semester allows students to learn to walk in the shoes of a supervisor. Through discussion, role-play, and group interaction students will gain familiarity with valuable leadership qualities, as well as experience in managing the diverse situations of the workplace.

Sports & Entertainment Marketing:

Sports and Entertainment Marketing will provide students with a thorough understanding of the marketing concepts and theories that apply to sports and entertainment. The areas this course will cover include basic marketing concepts, publicity, sponsorship, endorsements, licensing, branding, event marketing, promotions, and sports and entertainment marketing strategies.

Advertising:

Students will gain knowledge of techniques used in current advertising, including issues of advertising, historical influences, strategies, media decision processes as well as integrated marketing communications, and careers in advertising and sales promotion. This course provides an overview of how communication tools can be used to reach target audiences and increase consumer knowledge.

Virtual Business:

Students incorporate a broad base of knowledge that includes the legal, managerial, marketing, financial, ethical, and international dimensions of business to make appropriate business decisions. Students will be able to identify steps needed to locate customers, set fees, and develop client contracts. Students will be able to provide administrative, creative, and technical services using advanced technological modes of communication and data delivery. The student builds a functional website that incorporates the essentials of a virtual business.

Advanced Marketing:

In Advanced Marketing, students will gain knowledge and skills that help them become proficient in one or more of the marketing functional areas. Students will illustrate appropriate management and research skills to solve problems related to marketing. This course covers technology, communication, and customer-service skills.

Career Prep I:

Career Preparation I provides opportunities for students to participate in a work-based learning experience that combines classroom instruction with business and industry employment experiences.



Courses in yellow are advanced courses for endorsement purposes.