

COLLEGE TECH PREP • TALLMADGE

Business/Marketing Pathway

Business/Marketing Pathway, offered at Tallmadge High School, is a series of courses designed to give students comprehensive skills and knowledge that lead to post-secondary jobs or higher education in a variety of business careers. Business/Marketing Pathway offers students the ability to build a solid background in business/marketing-related concepts necessary to successfully earn a bachelor's degree in Business Management, Marketing, Finance, and/or Accounting. Students will also join nationally recognized business organizations for high school and college students, DECA and/or Business Professionals of America (BPA), in order to enhance leadership skills and provide connectivity to the project-oriented business world.

MARKETING PATHWAY COURSES:

Business Foundations - Grades 9, 10

- Prerequisite course for Marketing Pathway
- Fundamental business activities
- Business processes, economics, and business relationships
- Employability skills, communications, and personal financial literacy

Marketing Applications - Grades 10, 11, 12

- Implement marketing strategies and techniques across marketing functions
- Generate, screen, and develop new product ideas
- Use marketing operations procedures to ensure marketing's efficiency and effectiveness
- Technology, employability skills, leadership, and communications

Professional & Technical Sales - Grades 10, 11, 12

- Sales processes and techniques emphasized
- Learn how to develop, grow and sustain positive business relationships
- Analysis of business environment on sales, customers, and competitors
- Learn how to price for profitability and promote product sales growth

Strategic Entrepreneurship - Grades 10, 11, 12

- Management principles and leadership skills
- Entrepreneurial focus and marketing research
- Students will create a business plan
- Students will utilize Excel to create break-even analyses, accounting fundamentals, financing

ELECTIVE COURSES FOR MARKETING PATHWAY:

Finance Foundations - Grades 10, 11, 12

Management Principles - Grades 10, 11, 12

Fundamentals of Business and Administrative Services Grades - 10, 11, 12

Marketing Capstone Grades - 11, 12



BUSINESS & ADMINISTRATIVE SERVICES PATHWAY COURSES:

Business Foundations - Grades 9, 10

- Prerequisite course for Business & Administrative Services Pathway
- Fundamental business activities
- Business processes, economics, and business relationships
- Employability skills, communications, and personal financial literacy

Fundamentals of Business and Administrative Services - Grades 10, 11, 12

- Fundamental knowledge and skills in general management, human resources, operations
- Business operations, business relationships, resource management
- Introduction to financial principles
- Students will use technological tools and applications to develop business insights

Management Principles- Grades 10, 11, 12

- Learn how to effectively manage a workforce
- Analyze and critique leadership styles via case studies
- Risk analysis and the business environment
- Project-oriented class focusing on organizational success and personal growth and development

Strategic Entrepreneurship - Grades 10, 11, 12

- Management principles and leadership skills
- Entrepreneurial focus and marketing research
- Students will create a business plan
- Students will utilize Excel to create break-even analyses, accounting fundamentals, financing

ELECTIVE COURSES FOR BUSINESS & ADMINISTRATIVE SERVICES PATHWAY:

Finance Foundations - Grades 10, 11, 12

Professional & Technical Sales - Grades 10, 11, 12

Financial Accounting - Grades 10, 11, 12

Legal Environment of Business - Grades 10, 11, 12

Business & Administrative Services Capstone - Grades 11, 12

CREDIT: 1 credit per course

**PREREQUISITE: Business Foundations-
Financial Literacy is a prerequisite for
courses in the Business/Marketing Pathway.
School: Tallmadge**