

# **Business/Marketing Pathway – Tallmadge**

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.



## **Business Foundations-Grades 9, 10**

- Prerequisite course for Business/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
- Student participation in DECA

## **Marketing Communications-Grades 10, 11, 12**

- Create, execute, and evaluate promotional strategies and content for advertising, sales promotion, publicity/public relations, and professional selling
- Apply project management techniques to guide and control promotional campaign development and execution
- Incorporate motivation theories, branding techniques and design principles in communications with targeted audiences
- Technology, employability skills, leadership and communications will be incorporated in classroom activities
- Student participation in DECA

## **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

## **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

**CREDIT: 1 credit per course**

**PREREQUISITE: Business Foundations is a prerequisite for courses in the Business/Marketing Pathway.**

**School: Tallmadge**

## **Business Finance Foundations– Grades 10, 11, 12**

- Investment strategies, savings vehicles, application of financial ratios and participation in a Stock Market Simulation
- Develop leadership skills via study of Ethics, creating a digital portfolio, solving/studying real life business scenarios including participating in the student club, Business Professionals of America (BPA)
- Financial statement analysis, interpreting technical documents, and analyzing debt packages
- Project oriented class emphasizing how effectively students apply what they are learning to real world business situations.

## **Business Management Principles – Grades 10, 11 12**

- Entrepreneurship and Management Focus designed to build effective managers/BPA membership included
- Students create a Business Plan, conduct marketing research and analyze case studies to finesse Leadership skills
- Excel skills strengthened by applying accounting and finance principles to relevant work
- Project oriented class with Risk Analysis and the Business Environment

## **Financial Accounting- Grades 10, 11, 12**

- Students will track, record, summarize and report a business's financial transactions
- Develop financial documents, project future income and expenses
- Evaluate the accuracy of a business's financial information
- Technology, employability skills, leadership and communications will be incorporated

## **Legal Environment of Business- Grades 10, 11, 12**

- Students will examine all aspects of business law
- Students will also research real estate and debtor and creditor laws and regulations
- Conduct legal research and study compliance law

## **Business/Marketing Pathway Capstone- Grades 11, 12**

- Apply skills in a comprehensive and authentic way
- May include project/problem-based learning opportunities both in and away from school
- Under supervision and through community partnerships, students may combine classroom learning with work experience

\*Course Titles in parentheses are former course names. Course content remains the same.