



# Business/Marketing Pathway-Tallmadge

News about a College Tech Prep Initiative from the Six District Educational Compact

## Placing at the top in BPA



Pictured Right to Left: Kelly Wolcott, Jessica Martin and Kaleigh Teets at State BPA competition in Columbus, Ohio.

In March 2015, Business Professionals of America students from **Kim Brendel's** Business Management class represented Tallmadge in a big way at the state competition in Columbus.

Placing first in Fundamental Spreadsheets was **Jessica Martin**, who qualified for National BPA competition in Anaheim, CA.

**Kelly Wolcott** placed in the Top Ten in Entrepreneurship for her creation of an Italian fine dining business, and **Kaleigh Teets** competed in Prepared Speech, which centered on her non-profit charitable business plan to financially assist disadvantaged students in the Six District Educational Compact.

## Annual job fair brings employers to THS

The annual Tallmadge High School Job Fair is hosted by **Kim Brendel's** Business class.

It is designed to help link working-age Tallmadge students with highly reputable Summit County employers. This free service is the result of much planning and fundraising throughout the year by the Business Management students to benefit both their peers and community businesses.

Organizations with college tuition reimbursement plans and flexible schedules appeal to students, who are entering local colleges and universities. It also is appealing for those just turned 16-year-olds, who are searching for his or her first job.



McDonald's Manager, Katrina, is speaking with sophomores about employment opportunities

## Visit to Cleveland Federal Reserve part of class worksite visits

As part of their study of finance, banking, management, economics and entrepreneurship, students in **Kim Brendel's** business classes tour the Cleveland Federal Reserve Bank. They learn more about how the monetary supply works in the U.S.

Other opportunities for the students include participation in the Tallmadge Chamber of Commerce's Speed Challenge Network event. That evening a student pursuing Entrepreneurship presents his or her business plan to community and business leaders in an "elevator pitch" setting. According to Brendel, "This event provides excellent realistic preparation for the BPA competitions, as well as for life." About 60 business people attend.

## Qualifiers for State DECA competition

From left, DECA members who qualified for the 2015 State DECA Competition included **Anna Farrell, Angel Labbe, Cian Kelly, Vaughn Richards, Anthony Ibarra** and **Jack Ransom**. DECA advisor is **Lisa Haller**.



## Last spring's BPA winners

Students from **Joni Giles' Entrepreneurship/Software Technology II Class** won awards at the Regional Business Professionals of America Awards Ceremony. They competed against students in Summit, Portage and Medina County Schools.



From left, **Joseph Vassalotti, Latrele Moore, Jason Wiebrecht, Colston Baker, Andrew Shannon, Jason Brown, Anthony Tung** and **John Rensel**. Not pictured: **Lane Fischer**.



# Business/Marketing Pathway - Tallmadge

Ms. Kim Brendel, Ms. Joni Giles, Mrs. Lisa Haller, and Mr. Dave Jividen

## Financial Literacy & Business Concepts (Business Foundations)

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

## Marketing I (Marketing Applications)

- 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 II (Professional & Technical Sales)

- 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
- Student participation in DECA

## Marketing/Business Experience I and II (Marketing/ Business Capstone I and II)

*\*Must be scheduled with Marketing/Business I and II*

- 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

## Software Technology I (Fundamentals of Business & Administrative Services)

- 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

## Software Technology II (Strategic Entrepreneurship)

- 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

## Business I (Finance Foundations)

- Fundamentals of accounting, banking, finance, and insurance
- Economics, Business Ethics, and Business Law
- Business Plan Creation
- Technology-software applications
- Student participation in BPA (Business Professionals of America)

## Business II (Management Principles)

- 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
- Student participation in BPA (Business Professionals of America)

## Accounting I (Financial Accounting)

- 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

## Business Law (Legal Environment of Business)

- 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 and contract law

## Former student gives back

**Jessica Martin**, currently a freshman at The University of Akron majoring in Accounting, visited **Kim Brendel's** Business class recently.

She spoke about the rigors of college from the perspective of a 2015 4.0 GPA Tallmadge High graduate. Jessica says that although she received a sizable scholarship from UA, she is also working 37 hours per week to ensure that she graduates debt-free with her bachelor's degree.

Jessica's motivational speech conveyed a very clear message. She encouraged students to work hard in high school in order to gain the necessary academic background needed for post-secondary success.

Jessica says, "Of all of my high school classes – including my numerous AP courses – it was this class, the one you are in right now - Ms. Brendel's Business Management class - that

best prepared me for college-level work." She also encouraged students to "take advantage of the wonderful opportunities in the Business Management class, BPA and DECA to learn all that you can."

Jessica is currently volunteering to help BPA students, who are preparing a Small Business Management consulting project.

## Shark Tank event offers

### Input from community, staff

Business/Marketing Pathway students taught by **Kim Brendel** and **Joni Giles** continue to create their own businesses. Each year, the culminating event is a "Shark Tank" event, which brings industry leaders from SCORE, Tallmadge High School teachers and Tallmadge administrators who act as judges.