



Business/Marketing Pathway-Tallmadge

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



Prospective employees at the Job Fair speak to managers at McDonald's.

A chance to network for a job

Business II students taught by **Kim Brendel** hosted the annual Tallmadge High School Job Fair last spring. The Job Fair is designed to help working-age Tallmadge students find part-time jobs with reputable Summit County employers. Business Management students organize the free Job Fair to benefit their classmates and community businesses.

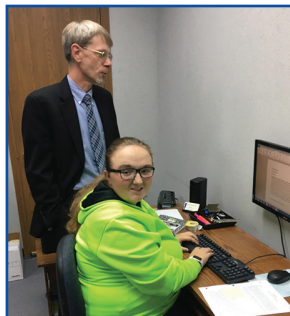


Business I classes see real world at Cleveland Federal Reserve Bank

During first semester, students in Business I classes taught by **Kim Brendel** made a worksite visit to the Cleveland Federal Reserve Bank. The tour was part of their study of finance, banking, management, economics and entrepreneurship. They gained a better understanding of historical hyperinflation, according to Brendel.

Job shadowing with a CPA

Accounting student **Alexis Swain** shadowed **Dennis Lux**, a local Certified Public Accountant, this fall at his Akron office. Her accounting instructor is **Dave Jividen**.



Two Pathway students place in Top 10 at State BPA

Business/Marketing Pathway students **Breanna Rodriguez** and **Randy Kinzel** placed in the top 10 at the State Business and Professionals of America competition. **Kim Brendel** is their instructor.

Breanna finished in fourth place for her business plan and presentation of her original company, Rodriguez Boxing and Fitness Gym. Breanna plans to study accounting or finance at Stark State College beginning in January 2017.

Randy Kinzel, a 2016 completer of Business/Marketing Pathway at Tallmadge, placed in the Top Ten at the spring BPA state competition. Randy, who competed in the Prepared Speech category, is currently a student at Kent State University majoring in accounting. Recently, Randy returned to his teacher **Kim Brendel's** classroom to help current students prepare for BPA competition.

Others who advanced to the state competition included **Ann Marie Hogan**. She completed both Finance and Management last year.



Strategic Entrepreneurship students of **Joni Giles** who were Regional BPA winners included **Jacob Severns, Jordan Tandarich, Will Howell, Sam Kirkbaumer, Daphnie Neal, Alex Mielak, Tyler Duben, Griffin Oubre, Austin Sigman, Craig Dilworth, Seth Norton, Kyle Shilling** and **Christian Edmisten**.

Students advancing to BPA State Competition from left, Ann Marie Hogan, Breanna Rodriguez, Entrepreneurship and Randy Kinzel.

Celebrating at BPA Regional Awards ceremony are Strategic



Entrepreneurship students taught by **Joni Giles**. Front row from left, **Jacob Severns, Jordan Tandarich, Will Howell** and **Sam Kirkbaumer**. Back row from left, **Daphnie Neal, Alex Mielak, Tyler Duben, Griffin Oubre, Austin Sigman, Craig Dilworth, Seth Norton, Kyle Shilling** and **Christian Edmisten**.



Six District Educational Compact

Cuyahoga Falls • Hudson • Kent • Stow-Munroe Falls • Tallmadge • Woodridge

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Business/Marketing Pathway - Tallmadge

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

Business Foundations

(Financial Literacy & Business Concepts)

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

Marketing Applications (Marketing I)

- 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

Professional & Technical Sales (Marketing II)

- 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 Capstone I and II (Marketing/ Business Experience 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

Fundamentals of Business & Administrative Services (Software Technology I)

- 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

Strategic Entrepreneurship (Software Technology II)

- 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

Finance Foundations (Business I)

- 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)

Management Principles (Business II)

- 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)

Financial Accounting (Accounting I)

- 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 (Business Law)

- 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

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

Tallmadge DECA Marketing students compete at OCDC contest

Eight Tallmadge High School DECA members attended the 2016 Ohio Career Development Conference. The OCDC encourages DECA members to sharpen their skills in marketing and management by role-playing real-life business situations. Over 50 different competitive events are conducted at the OCDC, ranging from marketing to business management, to public relations and to entrepreneurship.

Alyssa Garbinsky competed in Business Finance and **Melissa Speelman** competed in Retail Merchandising. Teams consisted of **Jack Ransom** and **Heather Hines**, **Vanessa Lane** and **Erin Parsons**, **Hannah Mashek** and **Claudia West**. Teams competed in the areas of Travel and Tourism, Financial Services and Marketing Communications. **Lisa Haller** is the instructor and DECA advisor.



From left, Alyssa Garbinsky and Melissa Speelman

JA project involves teaching economics

Students in Business II (Management Principles) passed on their knowledge of economics to third graders at Munroe Intermediate School. Earlier this year, the class under the direction of **Kim Brendel**, taught age-appropriate economics to every third grader.

Part of a partnership with Junior Achievement, the project is called Hometown Heroes. In the spring of 2017, students will teach lessons to both third and fourth graders.