

# Business and Marketing Pathway



The Business and Marketing Pathway is a great program for students who have an interest in the world of business, finance and marketing. **Students who complete 2 credits in this pathway will meet state ELA and Math testing requirements, and...**

- Earn industry recognized Microsoft Office Certification through IT Academy courses.
- Earn college credits which can be applied directly into partner college programs.
- Have access to employment and internship opportunities in our community.
- Have opportunity to participate in leadership events through DECA or FBLA.

## This CTE Pathway is a great fit for students who...

- ✓ Enjoy helping, leading and working with people.
- ✓ Are comfortable working with computers and technology.
- ✓ Enjoy organizing and planning activities or events.
- ✓ Have an interest in working in a business environment and pursuing continued training in Business, Finance, or Marketing.

Start Your Pathway with 2 or more credits of Pathway courses

Then, After You Have Finished High School...

Finally, Begin Your Career!

### Sample Plan for Career and College Readiness in this Pathway

Grade 9	
English	
Math	
Science	
World History 9	Health
PE	Art
Pathway Course	Elective
Grade 10	
English	
Math	
Social Studies	
Science	
PE	Art
Pathway Course	Elective
Grade 11	
English	
Math	
US History	
Science	
Elective	Elective
Pathway Course	Elective
Grade 12	
English	
Sr. Social Studies	
Personal Finance	PE
Elective	Elective
Elective	Elective
Pathway Course	Elective

### Apply college credits earned in this Pathway directly into these partner college programs:

#### Edmonds College

- Accounting certificate and degree programs

#### Bellevue College

- Business Technology and Marketing Management certificate and degree programs.

### Continue your training in another college program such as:

#### Central Washington University @ Edmonds CC

- Information Technology and Administrative Management

#### Other Regional College and University 4-Year Degree programs

- Accounting
- Business Administration
- Information Technology
- Marketing

### Jobs you can get with 2-Years Post-High School Training:

Adjusters  
Bookkeepers  
Medical Secretaries  
Retail Salesperson  
Sales/Marketing Associate

### Jobs you can get with 4 or more Years Post-High School Training:

Budget Analysts  
Certified Public Accountants  
Business Managers  
Finance Directors  
Marketing Managers  
Sales Managers

For more information on these and other occupations related to this pathway, visit

<http://careerbridge.wa.gov/>



Edmonds SD Career and Technical Education

## Pathway Courses and Descriptions

Pathway Courses	Grades	Length	Equivalencies	EWHS	MHS	LHS	MTHS	SLHS
Digital Tools	9-12	.5 credit, Semester	None			✓	✓	
IT Academy 1*	9-12	.5 credit, Semester	None	✓		✓	✓	
IT Academy 2*	10-12	.5 credit, Semester	None	✓		✓	✓	
Accounting 1*	10-12	.5 credit, Semester	Personal Finance					✓
Accounting 2*	10-12	.5 credit, Semester	None					✓
Marketing Essentials*	9-12	.5 credit, Semester	None	✓	✓	✓	✓	
Sales and Advertising*	9-12	.5 credit, Semester	None			✓		
Retail Store* (can be repeated)	10-12	.5 credit, Semester	None	✓	✓	✓	✓	
Sports/Entertainment Marketing*	9-12	.5 credit, Semester	None	✓			✓	
Entrepreneurship	10-12	5 credit, Semester	None			✓		
IB Business SL	11-12	1 credit, Full year	None	✓				
IB Business HL	12	1 credit, Full year	None	✓				
Economics	10-12	.5 credit, Semester	None		✓			
Financial Algebra*	11-12	1 credit, Full year	3 <sup>rd</sup> Year Math or Personal Finance		✓	✓	✓	

✓ **Course is available at this school**      \* **College Credit Available**

### ACCOUNTING 1

BUS100 (Semester)

Grades 10-12

Equivalency: .5 credit Personal Finance

Learn to manage financial records for business and personal activities such as financial reporting and reconciling bank statements. Accounting is highly recommended for all students interested in a career in Business or Marketing. **Students can earn college credit through this course.**

### ACCOUNTING 2

BUS200 (Semester)

Grades 10-12

Prerequisites: Accounting 1

Learn to manage financial records for a corporation by recording business transactions, preparing financial statements, managing payroll, calculating taxes and operating a computerized accounting system. **Students can earn college credit through this course.**



### DIGITAL TOOLS

COM116 (Semester)

Credits: .5

Grade Level: 9 – 12

This course provides students with hands-on experience using today's technology. Upon completion of this course, students will be able to demonstrate an entry-level proficiency using the Microsoft Office Suite (PowerPoint, Word, Excel, and Access), Internet use and misuse, digital design, career exploration, and an introduction to HTML. Students will become more efficient and effective utilizing the skills necessary to be academically and professionally successful.

### IT ACADEMY 1

COM100 (Semester)

Grades 9-12

Develop proficiency with Microsoft Word and PowerPoint software for school and workplace. Students may earn Microsoft Office Specialist (MOS) Certification. **Students can also earn college credit through this course.**

### IT ACADEMY 2

COM200 (Semester)

Grades 10-12

Develop proficiency with Microsoft Excel and Access software for school and workplace. Students may earn Microsoft Office Specialist (MOS) Certification. **Students can also earn college credit through this course.**





# Business and Marketing Pathway Courses and Descriptions

## IB BUSINESS & MANAGEMENT SL

IBB401/402 (Year)

Grades 11-12

Gain a holistic view of the world of business: explore business issues from different cultural perspectives; think critically about individual and organizational behavior; learn to make informed business decisions; discover how businesses adapt to rapid change; and study ethical business practices. Students are expected to take the IB Standard level exam and participate in DECA student leadership organization. This course satisfies the 6th subject IB diploma requirement. *As this is an IB course, students are expected to complete the IB examination in May.*

## IB BUSINESS & MANAGEMENT HL

IBB403/404 (Year)

Grade 12

Prerequisite: IB Business SL

Students will deepen their understanding of topics covered in IB Business SL, and also develop a knowledge of Business Strategy. Students are expected to take the IB Higher Level exam and participate in DECA student leadership organization. This course satisfies the 6th subject IB diploma requirement. *As this is an IB course, students are expected to complete the IB examination in May.*

## ECONOMICS

MAR400 (Semester)

Grades 10-12

Economics deals with the way individuals, households, firms, industries and governments choose to employ their talents and resources to best satisfy their needs and desires. Students learn economic concepts and gain understanding of the US economy. **Students can earn college credit through this course.**



## MARKETING ESSENTIALS

MAR410 (Semester)

Grades 9-12

Learn about the role marketing plays in our free enterprise system, and why some companies are successful while others fail. Make yourself a valuable employee by learning the Steps to Selling, advertising and public relations skills. DECA participation is recommended. **Students can earn college credit through this course.**

## ENTREPRENEURSHIP

MAR430 (Semester)

Grades 9-12

Discover what it takes to run your own business. Observe life in a corporation, and create and present a unique business plan. This class is recommended for students interested in continuing their DECA involvement.

## SALES AND ADVERTISING

MAR420 (Semester)

Grades 9-12

Discover how to effectively advertise a product or service by reviewing successful promotions of the present and past. Students develop sales campaigns and learn effective presentation skills. **Students can earn college credit through this course.**

## RETAIL STORE MANAGEMENT

MAR460 (SEM)

Grades 10-12

May repeat for credit

Prerequisites: Marketing Essentials or Instructor Permission.

Gain valuable experience by managing and operating the school store, and learn how a business can increase profit and sales productivity. Students plan, organize and implement all components of the student store including ordering, bookkeeping, and personnel management and supervision. **Students can earn college credit through this course.**



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# Business and Marketing Pathway Courses and Descriptions

## **SPORTS AND ENTERTAINMENT MARKETING**

MAR465 (Semester)  
Grades 9-12

Learn the basic principles of Marketing and Economics with a special emphasis on sports and entertainment. Create a sample Press Kit to use when applying for Sports and Entertainment positions. **Students can earn college credit through this course.**

## **FINANCIAL ALGEBRA**

MAT365/366 (Year)  
Grade Level: 11 – 12  
Equivalency: 1.0 credit 3<sup>rd</sup> Year Math  
Prerequisite: Completion of Algebra 1 and Geometry OR concurrent enrollment in Geometry.

Increase math understanding and skills by working with real-world financial situations and problems. Topics include: Stock Market, Banking Services, Income Taxes, Independent Living, Consumer Credit, Preparing Budgets, and Employment Basics. **Students can earn college credit through this course.**