BUSINESS AND MARKETING

Realizing that all students benefit from the academic and "real world" experiences presented in our courses, the Business and Information Technology Department, continually strives to present a relevant, up-to-date curriculum. *After the completion of certain business courses, students have the opportunity to take the CLEP test to gain college credit in the areas of Accounting, Marketing, Management, Law, Information Technology, etc. Students should consults with a business teacher for more information.

CORE BUSINESS COURSES

6010   **INTRODUCTION TO BUSINESS**
Prerequisite: None
Grades: 9, 10, 11, 12
Semester/.5 credit

This course will assist students in developing a better understanding and preparation for their roles as future business and community leaders. Students will be actively engaged in activities and projects to develop a basic understanding of economics, business ownership and management, marketing, banking, savings and investments, consumer rights and responsibilities, human resources, job seeking and leadership skills, social responsibilities of businesses, and the importance of ethical decision-making in their personal and business world. Students will also be introduced to a variety of career options available to them.

6040   **PERSONAL FINANCE**
Prerequisite: None
Grades: 10, 11, 12
Semester/.5 credit

Personal Finance is one of the most useful classes a high school student can take to prepare themselves for their future. The Personal Finance class will teach you how to create and use a budget, how to maintain a checking account, how to build wealth in the long run by saving money (and why it is important to save money), the pros and cons of home ownership versus renting, how credit can be either your best friend or your worst enemy, and about the different types of insurance. Students will also learn about investing in stocks, bonds, and mutual funds.

6022   **BUSINESS COMMUNICATIONS**
Prerequisite: None
Grades: 10, 11, 12
Semester/.5 credit

People skills and communication skills are essential for the success in any career. This course will give students a comprehensive view of communication and its importance in business and society. Students will develop their written, oral, and technology-enabled communication skills while also learning the proper formatting techniques of Microsoft Word, Microsoft PowerPoint, and other existing and emerging technologies.

MANAGEMENT COURSES

6106   INNOVATION AND ENTREPRENEURSHIP
Prerequisite: 1 credit of business
Grades: 11, 12
Semester/.5 credit

Would you like to have your ideas heard and put into action? Then this course is for you. You will creating new and intuitive ways to solve problems in the home, community, or workplace.   You will develop your personal leadership skills and creative thinking abilities by participating in activities that will teach you how to be a successful innovative thinker and manager while learning about the functions and principles of businesses and entrepreneurship.   A simulation on starting your own business will include a business plan created by you. Your creation of this plan will provide an understanding on types of business ownership, how to start your own business, finance, risk management, human resources, marketing, location, channels of distribution, and social and ethical responsibilities in business. This is an excellent course for anyone who plans to study business further at the college level.

6115   INTRODUCTION TO LAW
Prerequisite: None
Grades: 10, 11, 12
Semester/.5 credit

 Students who enjoy learning about courts, how the legal system works, business, criminal, civil, and family law, law related careers, ethics, and personal rights and responsibilities of minors and adults will benefit from this class. Students will participate in a variety of interactive and practical activities, such as in class mock trials, skits, case studies, and internet activities as part of the process of learning how law impacts society and business. Guest speakers are invited to share real world situations as well as a trip to the Brown County Court House and Jail. An excellent course for a student considering pursuing a career in business, police science, criminal justice, political science, lawyer, social work, or psychology.

6100   BUSINESS MANAGEMENT
Prerequisite: 1/2 credit of Business
Grades: 10, 11, 12
Semester/.5 credit

Business Management will focus on various aspects of business including the basic concepts of management and the characteristics, organizations, and operation of business as a major sector of the economy. Topics include types of ownership, procedures and philosophies of business management, financial analysis, communication, human resources, and product and purchasing management. This course is recommended for all students planning to major in business in college.

6131/6132   BUSINESS OCCUPATIONS CLASSROOM
Prerequisite: A minimum of 1 ½ credits of Business and Marketing courses.
Grade: 12
Year/ 1 credit

This course is specially designed for the student who has chosen business as a career goal and who has taken a variety of business classes.   The course will focus on core employability skills, communications, word and information management, financial record keeping, and business procedures and concepts. This course must be taken for the full year. Application and Approval from instructor are required before signing up for class. An application form can be obtained from the co-op teacher.

6141/6142   BUSINESS OCCUPATIONS CO-OP WORK EXPERIENCE

    Prerequisite: Must have 18 credits earned by the end of Grade 11
       Grade Point Average of 2.0 or above
       Enrolled in Business Occupations Class
       Must have taken Business classes suitable to the type of job position being pursued
       Application and consent of teacher before registering.

   Grade: 12
   Semester or Year/.5 to 2 credits

The Business and Marketing Co-op course is designed for students who are interested in a career in business and want an opportunity to apply the skills and knowledge learned in business courses. Hourly wage and high school credit are earned through this work experience opportunity. Get an application form from the co-op teacher.

STRONGLY RECOMMENDED:
Accounting Principles I
Advertising and Promotions
Introduction to Business or Entrepreneurship
Business Communications

ACCOUNTING / FINANCE COURSES

6051A/6052A   ACCOUNTING PRINCIPLES 1

    Prerequisite: None
    Grades: 10, 11, 12
    Year/ 1 credit

Accounting is a must take course for any student considering a two- or four-year college degree in accounting, business, or marketing. Accounting is currently the most in-demand college major. Students will develop a foundation in basic accounting theory and procedures. Computers will be used to process business financial information by journalizing and posting business transactions to general and subsidiary ledgers, preparing financial statements, and learning about payroll records and taxes for a service business organized as a sole proprietorship.

6055/6056   ACCOUNTING 2

    Prerequisite: Successful completion of Accounting Principles 1
    Grades: 11, 12
    Year/ 1 credit

Students will be introduced to basic and advanced features of QuickBooks and will apply skills in realistic business simulations including creating accounts, invoicing, budgeting, preparing statements, journalizing and graphing. By the end of this course students will complete the QuickBooks certification test to allow them to have certification on basic use of QuickBooks. QuickBooks is a program that many small business organizations use today for their bookkeeping needs.

6154   BUSINESS FINANCE

    Prerequisite: None
    Grades: 10,11, 12
    Semester/ .5 credit

Are you planning to go to college for Business or Marketing? Did you know it is mandatory to take at least six credits of Accounting? Business Finance will be a course to get your feet wet with the financial field and allow you to understand the basics of Accounting. In this course you will learn the accounting equation, transactions, accounting statements, bookkeeping and general managerial accounting. A great course for any future Business or Marketing major!

MARKETING COURSES

6140   SPORTS AND ENTERTAINMENT MARKETING
Prerequisite: None
Grades: 9, 10, 11, 12
Semester/.5 credit

This course provides an understanding of the marketing used in the world of sports, hospitality, and entertainment. Students will learn how to analyze customer profiles, list sponsorship opportunities, and develop advertising campaigns for sporting events, entertainment venues, and the hospitality industry. Students will get to develop and brand their own professional sports team, create a stadium venue, and develop ticket and promotional strategies for their team. Students have the opportunity to join the optional student organization DECA.

6134   DIGITAL MARKETING
Prerequisite: None
Grades: 10, 11, 12
Semester/.5 credit

Marketing is ever changing and the industry demands individuals with skills that utilize the newest technologies to develop marketing materials. In this class, students will learn how to establish company marketing objectives, manipulate technology to create attractive advertisements for a variety of print, digital media,and social media that reach target markets. You will also evaluate advertisements for effectiveness and work with state and federal regulatory agencies to adhere to advertising laws. Students will use Adobe Photoshop, InDesign, along with other trending technology to apply design techniques to an advertising campaign, lettering and typography, logos, and use color for advertising.

6130   MARKETING
Prerequisite: None
Grades: 9, 10, 11, 12
Semester/.5 credit

This course provides information on promotion and advertising and how it impacts consumers. Students learn both the traditional and innovative promotional techniques businesses use to captivate their target audience. Heavy emphasis is on the elements of promotion (advertising, public relations, publicity and sales promotion) and the development of promotional materials by utilizing the computer. Students develop knowledge and skills for marketing and advertising related careers and have the option of joining the student organization DECA.

6137   MARKETING MANAGEMENT
Prerequisite: None
Grades: 10, 11, 12
Semester/.5 credit

This course is designed for students who want to continue to develop their marketing skills. Students will have the opportunity to enhance their selling and employability skills along with improving their overall knowledge of the marketing functions. The course also explores social media and the ways in which businesses can utilize it to reach their target market. This course is highly recommended for students who are interested in marketing and want to develop an understanding of marketing and the optional student organization DECA.

6146/6147   MARKETING AND LEADERSHIP DEVELOPMENT
    Prerequisite: 1 credit of marketing AND approval from teacher
    Grades: 11, 12
    Semester/.5 credit
    Year / 1 credit

Now that you have learned what marketing is, it is time to put your marketing knowledge into action! In Marketing Applications, students get a chance to work on REAL WORLD marketing projects and campaigns that would include but are not limited to, Public Relations, Marketing Research, Community Service, Creative Marketing, Financial Literacy, International Marketing, Advertising, Fashion Merchandising, and Entrepreneurship. Students will have the opportunity to partner with local businesses and community members to design and implement their own marketing project. Students taking this course are automatically enrolled in DECA, a business and marketing club. Students will have the opportunity to compete in DECA at the district, state, and national levels.

6144/6144A   MARKETING INTERNSHIP
    Prerequisite: A minimum of 1 credit of Marketing courses
            Application and approval of teacher before registering
    Grades: 11, 12
    Semester or Year/.5 to 1 credit

This course is specially designed for the student who has chosen business and marketing as a career goal and who has taken a variety of business and marketing courses. The student will gain real world marketing experience by partnering with a local business and applying the marketing skills they have learned in the classroom. This hands-on-learning opportunity will provide the student with the skills and experience needed to succeed in the business market. Students may get an application from the marketing teacher.

INTERNSHIP EXEPRIENCE CREDIT OPTIONS
Students may elect one of the following credit options for the internship experience:
• 1 credit for 2 periods work released all year
• .5 credit for 2 periods work released one semester

INFORMATION TECHNOLOGY COURSES

6063   MOBILE APPLICATION DESIGN AND DEVELOPMENT
    Prerequisite: None
    Grades: 9, 10, 11, 12
    Semester/.5 credit

The Mobile App Development and Design class is a project based course that will engage students as they learn to produce mobile applications used in smartphones, tablets, and other personal electronics. Students will use Google's Android and Apple's IOS application development environments. By the completion of this course students will have basic knowledge and skills to design and develop their own mobile applications for use on Android IOS mobile devices.

6064   VIDEO GAME DESIGN AND DEVELOPMENT I
Prerequisite: It is recommended, but not required, to take 3D Modeling and Animation prior to taking this course.
Grades 9, 10, 11, 12
Semester/.5 credit

This course is an introduction to current and future technologies for electronic game design. Students will study game genres, and gameplay using various gaming platforms. Topics may include graphics, game scripting, game engines, motion control, narrative in games, game interfaces, artificial intelligence, music and sound, and social and interface issues of game development.

6067   VIDEO GAME DESIGN AND DEVELOPMENT II
Prerequisite: Grade of C or better in VIDEO GAME DESIGN AND DEVELOPMENT 1
Grades 9, 10, 11, 12
Semester/.5 credit

This course is a continuation of Video Game Design and Development I. Students will continue to study game genres and gameplay. Students will delve into more advanced topics that may include 3D character and environment creation, advanced graphics, augmented and/or virtual reality game creation, user-interface design, artificial intelligence, and social and societal issues of game development.

6065   CODING
Prerequisite: None
Grades: 9, 10, 11, 12
Semester/.5 credit

Are you creative? Interested in learning a new language? Do you sometimes think about how a program, app, or website could be better? Are you considering a career in the tech industry? Try Coding!
Coding is a personalized course catered to students' unique interests. The course runs in a self-paced, personalized format and meets on a semi-regular schedule (not every day like a traditional classroom). In the course, students will propose their own learning plans on objectives like, but not limited to: learning Swift, learning JavaScript, learning C#, learning Java, creating websites using HTML and CSS, and designing advanced programs/apps.

6068   Esports
Prerequisite: None
Grades 10, 11, 12(Freshman interested in the class may discuss their options with the instructor prior to registering for the class.
Semester/.5 credit

Esports offers students the opportunity to play the most popular competitive games, explore the culture of competitive video game play, its audience, fan base, and the business side of the industry. The class will focus on learning to play and participate in the communities behind many of the most popular titles. Students will learn what it takes to progress beyond amature gaming and learn the progression to the professional ranks. Students will also work together to host small and large scale events for singleplayer and multiplayer teams, create business plans to develop teams, create online communities, and promote their events through digital marketing, and other means. Students who are not familiar with video games, esports, or competition are encouraged to register for the class.
*Class is available to be taken multiple times.

6069   <u>**3D Character Creation and Animation**</u>
     Prerequisite: None
     Grades: 9,10,11,12
     Semester/.5 credit

An introductory course that will expose students to 3D design and animation technology. It could be part of pathways or careers that might include 3D Animation, Game Design, Special Effects or Architectural Modeling, to name a few. Students will learn the basics of artistic 3D Modeling, how to create and apply realistic textures, lighting principles and techniques, camera types and their appropriate usage, fundamental keyframing procedures, and the rendering process of taking a three dimensional scene and outputting it to static images or movies. Other topics covered may include: storyboards, the traditional principles of animation, current industry trends and issues pertaining to rendering output for different mediums (film, video, Internet, etc.).