



Robert M. La Follette High School
 Business/Marketing and IT Department
2017-18 Course Directory

<p>Introduction to Business & Marketing</p> <p>BUS2060 Grades 9-12 .5 Credit</p>	<p>Have you ever been curious about what Business and Marketing is all about? If so, this is the class for you! Through hands-on projects, guest speakers, and real-life activities, you will be exposed to concepts relating to business and marketing.</p>
<p>Career Exploration</p> <p>BUS9010 Grades 9-12 .5 Credit</p>	<p>Explore your career interests while learning how to accomplish your goals! You will develop your resume, interviewing skills, and portfolio. Students in this course will begin progress toward the Wisconsin Employability Skills Certificate and the ACT WorkKeys exam leading to the National Career Readiness Certificate.</p>
<p>Personal Finance</p> <p>BUS2050 Grades 10-12 .5 Credit</p>	<p>Personal Finance is one of the most useful classes you can take in order to prepare for your future! Learn about investing, banking, taxes, credit, insurance, and budgeting. Walk away from this class with the WISE Financial Literacy Certification! This class satisfies the financial literacy requirement.</p>
<p>Accounting</p> <p>BUS2010 Grades 10-12 1.0 Credit</p>	<p>Learn the language of business! This is an important college preparatory course for students planning to major in any area of business. Every business in our society is impacted by accounting-based decisions, so get a leg up by taking this class in high school!</p>
<p>Advanced Accounting</p> <p>BUS2030 Dual Transcribed Credit Grades 11-12 1.0 Credit</p>	<p>This class will prepare you to manage, report, interpret, and analyze financial data as well as help you develop the skills necessary to understand the story behind the numbers! Dual credit is offered by Madison College for successful completion of this course.</p>
<p>Law and Ethics</p> <p>BUS3010 Grades 10-12 .5 Credit</p>	<p>Emphasis throughout the course will be given to application of basic principles of law to everyday situations through case studies, class discussions, and a mock trial experience.</p>
<p>Innovation Zone 1: Entrepreneurship</p> <p>BUS4090 Grades 9-12 .5 Credit</p>	<p>Innovate! Explore! Create! Take a Risk! Learn about the fascinating inner workings of being an entrepreneur! Learn about business, marketing, finance, management, and more while you develop your own school based enterprise.</p>
<p>Graphic Design and Desktop Publishing</p> <p>CMP1050 Grades 9-12 .5 Credit</p>	<p>Are you creative or do you want to be more creative? Graphic Design and Desktop Publishing is a rigorous course that focuses on design principles and developing software skills in industry standard software (Adobe InDesign and Photoshop) that lend themselves towards many exciting careers in one of the fastest growing technology based industries!</p> <p>Recommended prior to Yearbook Design and Publishing.</p>
<p>Yearbook Design and Publishing</p> <p>CMP1060 Grades 9-12</p>	<p>The focus of this class is to create a high quality yearbook for the LHS community! This course is driven by student decision-making on content and design; along with a rigorous curriculum to learn industry standard software packages, production processes, photograph composition and deadline achievement. May be repeated for credit.</p> <p>Graphic Design and Desktop Publishing course recommended prior to this course.</p>

<p>Writing for Media (The Lance Newspaper)</p> <p>CMP1070 Grades 10-12 .5 Credit Grade 9 if Internship successfully completed/Teacher approval</p>	<p>Are you interested in voicing your opinion? Are you interested in journalism? If so, this class is for you! If you enjoy writing and photography, this deadline oriented, student-run newspaper may be that missing piece to complete your set of great high school experiences! This course will prepare you for the rigors of college and writing quality, concise content in a timely manner. This class may be repeated for credit.</p>
<p>Digital Technologies</p> <p>CMP1020 Grades 9-12 .5 Credit</p>	<p>A must-have course for all students who want to be successful in today's technology-driven world! Work in real-world environments and prepare for success in your high school years, college, or employment by using advanced concepts in word processing, spreadsheets, databases, desktop design, keyboarding, and presentations. A valuable option available to you is the opportunity to earn the IC3 certification, which is a nationally recognized computer literacy certification.</p>
<p>Business Technologies 1 & 2</p> <p>1 - CMP4030 2 - CMP4040 Dual Transcribed Credit Grades 9-12 .5 Credit each time you enroll</p>	<p>People who know how to successfully use Excel, Word, PowerPoint, Publisher, and Access give themselves a competitive advantage in the job market! Advance your skills in up to three of the five areas of Microsoft Office each time you take this course. A valuable option available to you is the opportunity to become certified as Microsoft Office Specialist (MOS), which is a globally recognized certification. May be repeated for credit and opportunities to earn additional MOS certificates.</p>
<p>Video Production</p> <p>CMP4070 Grades 10-12 .5 Credit</p>	<p>Learn the basics of photography, camera functions, video editing, media analysis, and filmmaking. Write, shoot, and edit your own projects using Adobe Premier Pro and Adobe Photoshop.</p>
<p>Web Design</p> <p>BUS4010 Grades 9-12 .5 Credit</p>	<p>Students will use a variety of design software to organize, create, publish, and manage a web site! Course content includes creating a variety of graphic elements including video, animations, rollover effects, backgrounds, and page images.</p>
<p>Marketing and Sales</p> <p>MRK1010 Grades 9-12 .5 Credit</p>	<p>What do Apple, ESPN, Twitter, Google, and Nike have in common? They are all successful marketers! Learn the skills and methods that have helped these companies to become some of the world's most recognized and celebrated brands!</p>
<p>Advanced Marketing</p> <p>MRK1020 Dual Transcribed Credit Grades 11-12 1.0 Credit</p>	<p>Apply real-life situations to the real world while working in the school store and with local business partners! This class is designed to expand the concepts of Marketing and Sales if you are interested in a business or marketing career. Dual credit is offered by Madison College for successful completion of this course.</p>
<p>Advertising and Social Media</p> <p>MRK1030 Grades 9-12 .5 Credit</p>	<p>Advertising and Social media is designed to challenge you in analyzing topics relating to advertising, social media, and customer service, as well as designing visual and digital media for real-life application.</p>
<p>Sports and Event Management</p> <p>MRK1040 Grades 11-12 .5 Credit</p>	<p>Billions of dollars are spent annually on sports and other forms of entertainment! Learn about fundamental principles and concepts in sports and event management and develop critical thinking and decision making skills through real-world projects.</p>
<p>Career Internship</p> <p>CTE9040 Grades 11-12 Up to 2 Credits</p>	<p>Get paid (some internship experiences are unpaid), receive credit, and gain experience! This class combines classroom learning with valuable, on-the-job work experience in a field related to the student's career interest! Students may be eligible to be awarded a State Certified Employability Skills or Youth Leadership Certificate upon successful completion of the course.</p>