



ACADEMY OF THE ARTS: DIGITAL BUSINESS MARKETING PATHWAY

Overview

The Business Marketing major and minors at MOT Charter High School equips students with highly valued skills and competencies required by top colleges and within the business world. Pathway supports creativity, innovation, and collaboration through coursework in digital business and technology, entrepreneurship, global social media, and behavioral and design marketing.

Digital Business Marketing Major Courses at MOT Charter:

Digital Business I - Provides students with a broad introduction to business that will include elements of business administration, entrepreneurship, financial analysis, and marketing. Topics include business law, basic economic principles, ethics, entrepreneurship, financial analysis, marketing operations, and strategic management plans. All incoming Arts Academy freshman take this course.

Digital Business II - Emphasis is placed on the nine marketing functions; selling, distribution, financing, marketing/information management, pricing, product/service planning, promotion, purchasing and risk management.

Digital Business III - Students will focus on completing their Capstone project in their major or area of interest for college, as well as the college audition/portfolio process.

Marketing II - focusing on sales, advertising, and promotion of existing and new programs. All these experiences involve hands-on opportunities within the school by promoting internal school programs and functions.

Marketing III - Functions for a non-profit organization including project planning, management of sales, advertising, and promotion. Establishing pricing policies and promotional budgeting along with customer and client interactions is also part of this class.

Digital Business Minor Courses:

Digital Business I
Digital Business II
Digital Business III

Marketing Minor Courses:

Digital Business I
Marketing II
Marketing III

