



Courses

In the e-Commerce Pathway, students focus on the creation, execution, transmission, and evaluation of commercial messages in various media intended to promote and sell products, services, and brands; and that prepares individuals to function as advertising assistants, technicians, and managers.

The Pathway includes instruction in advertising theory; marketing strategy; advertising design and production methods; campaign methods and techniques; media management; related principles of business management; and applicable technical and equipment skills.

*Some of these courses take place at Launch. Please consult with your School Counselor if interested in this Pathway.

College & Career Options

- Business
- Web Design
- Consumerism
- Web Administration
- Market Research Analyst
- Web Development

Business and Marketing Essentials (060111) - Grades 8-10

Learn

Understand economic systems

Understand the nature of business to show its contributions to society

Understand marketing's role and function

Engage

Marketing Day at Kings Island

Historical business scavenger hunt

Digital Literacy / Computer Tech 1 (060112) - Grades 9-12

Learn

Use productivity software

Use information ethically

Operating system basics

Identify the societal impact of technology

Engage

Professional resume

Data analysis

Presentations

MOS Certification

Fundamentals of Social Media Marketing (081310) - Grades 11-12

Learn

Use digital tools to collect, organize and share info

Compose social media strategies

Engage

Social media business consultation project

Analysis of influencer and Reality TV market

Entrepreneurial Mindset (Dual Credit - ENTP 201) - Grades 11-12

Learn & Engage

Small business partnership collaboration

Industry and University site visits

Conceive, create and develop entrepreneurial concepts

Ethical Leadership (Dual Credit - LEAD 200) - Grades 11-12

Learn & Engage

Manage internal & external business relationships to foster positive interactions

Fortune 50 Company - Innovation experience

Historical leadership site visits