

## **BUSINESS, MARKETING & TECHNOLOGY**

All courses in the Business/Marketing/Technology Department meet the Fine & Practical Arts graduation requirement. Students taking business courses acquire 21<sup>st</sup> Century workplace skills, college readiness skills, and a general business background. Business/Marketing/Technology classes are recommended for entry level job training or college preparation. Students can earn additional elective credit by participating in Work Based Learning. FBLA and DECA are integral components of the Business/Marketing program. The Advanced Marketing and Entrepreneurship and Leadership courses allow students to earn dual credit at both Horizon and Front Range Community College (FRCC). Students earn 3 free college credits in the Advanced Marketing and Entrepreneurship and Leadership courses.

### **Business & Technology**

This program provides students with business or essential technology expertise and employability skills that prepare students to successfully face the challenges and opportunities encountered in today's workplace. Through an active Advisory Committee including members of business and industry, the program is aligned to meet the current demands of today's business organizations. Students have the opportunity to earn Work Based Learning credit while participating in the Business Program. Students taking a business course have the opportunity to be a member of FBLA.

### **Marketing**

Marketing Education is a program designed for students who are interested in pursuing a career in business, management, marketing and entrepreneurship. The transferable skills acquired are beneficial to any career field. DECA, the marketing club for students enrolled in marketing courses, provides many opportunities for developing leadership, marketing and business skills through participation in local, regional and national conferences. A variety of club activities, some social and others encouraging community involvement, take place each year.

### **BUSINESS AND MARKETING CONTENT STANDARDS**

- I. Engage in the transition process from school-to-work
- II. Participate in experiences which integrate academic principles, concepts and skills for personal and occupational life applications
- III. Develop occupational and life skills

### **TECHNOLOGY CONTENT STANDARDS**

- I. Students discuss and demonstrate knowledge of the impact of technology on life and society, and access information related to post-secondary options and opportunities
- II. Students use technology tools to enhance learning, increase productivity, and promote creativity
- III. Students use telecommunications to retrieve and exchange information which supports and enhances District 12 curriculum frameworks
- IV. Students use instructional software to enhance learning in content areas
- V. Students communicate visually, graphically and artistically

**\*Students taking Advanced Marketing (Strategic Marketing & Consumer Behavior) and Entrepreneurship (Intro to Entrepreneurship & Leadership) can earn free college credit through Front Range Community College.**

**Want to become a member of DECA? You must take Marketing (Principles of Marketing A & Principles of Advertising), Advanced Marketing (Strategic Marketing & Consumer Behavior), or Entrepreneurship (Intro. to Entrepreneurship & Leadership) to become involved.**

## Business



### **INTRODUCTION TO BUSINESS – 7330**

**9, 10, 11, 12** **.5 credit**

Introduction to Business will expose students to the business program at Horizon High School. Students will learn basic business principles, business economics, personal and business finance, consumer credit and banking, business law, entrepreneurship, management and marketing. This course will provide a broad foundation on which to build as students move into other business courses as well as practical business knowledge that can be applied to students' roles as employees, consumers, and citizens.

**FUTURE BUSINESS LEADERS OF AMERICA (FBLA):** Participation in Future Business Leaders of America (FBLA) is available for students. Students who participate in FBLA learn valuable leadership and social skills and can earn extra credit in the class.

**WORK BASED LEARNING:** Students have the opportunity to earn elective credit while enrolled in this course for working in paid positions in any business and/or marketing career field within the community by enrolling in Work Based Learning. Students **DO NOT** enroll in Work Based Learning as a separate class. Interested students will be enrolled in Work Based Learning **AFTER** the class has begun by your class instructor. For more information, see the course description for Work Based Learning.



**ACCOUNTING PRINCIPLES 1A - 039070** **Semester 1**

**ACCOUNTING PRINCIPLES 1B - 039020** **Semester 2**

**10, 11, 12** **1 Credit**

Does money interest you? Would you like to learn how to manage a business's money? What career are you interested in – professional sports, music, engineering, entrepreneurship, hospitality? All businesses require accounting services. Accounting is the nuts and bolts of running a business. One in four Chief Executive Officers (CEO's) come from the Accounting field!

Learn entry level skills for the many job opportunities available in the bookkeeping/accounting field. An excellent foundation in accounting skills will be established for continuing your education in business. Students will learn how to enter transactions in the general journal, post to the general ledger, prepare financial statements, complete the adjusting and closing processes, and manage staff payroll.

**PREREQUISITE:** Completed and passed Math 1

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## **PERSONAL FINANCE - 039090**

**10, 11, 12**

**.5 credit**

This is a personal finance course. "It's about money; earning it, investing it, and spending it." (*Money Magazine*) This course is designed for students who want to learn about money management and investing. Students will learn about the different types of investments, such as stocks, mutual funds, and bonds. The course also explores portfolio diversification, rate of return, and the time value of money. An emphasis is placed on financial planning and budgeting to achieve financial goals for individuals. Students will look at careers in the field of finance, study the banking system, and learn about how the economy affects our personal finances. Other topics will include personal credit and risk management. A combination of student projects, guest lectures, teacher lecture, and textbook study will be utilized in this course.

**PREREQUISITE:** Completed and passed Math 1

**FUTURE BUSINESS LEADERS OF AMERICA (FBLA):** Participation in Future Business Leaders of America (FBLA) is available for students. Students who participate in FBLA learn valuable leadership and social skills and can earn extra credit in the class.

**WORK BASED LEARNING:** Students have the opportunity to earn elective credit while enrolled in this course for working in paid positions in any business and/or marketing career field within the community by enrolling in Work Based Learning. Students **DO NOT** enroll in Work Based Learning as a separate class. Interested students will be enrolled in Work Based Learning **AFTER** the class has begun by your class instructor. For more information, see the course description for Work Based Learning.



## **INTRODUCTION TO PC APPLICATIONS - 039060**

**(Former name: COMPUTER APPLICATIONS)**

**9, 10, 11, 12**

**.5 credit**

This computerized course is designed to help students develop word processing and technology skills for personal and/or business use. Students will learn:

- to utilize the features and functions of Microsoft Word, Excel, and PowerPoint
- to create and properly format a variety of documents that will be utilized in core classes, elective courses, and on the job
- to key accurately and efficiently by touch
- to utilize email as a professional correspondence tool

**FUTURE BUSINESS LEADERS OF AMERICA (FBLA):** Participation in Future Business Leaders of America (FBLA) is available for students. Students who participate in FBLA learn valuable leadership and social skills and can earn extra credit in the class.

**WORK BASED LEARNING:** Students have the opportunity to earn elective credit while enrolled in this course for working in paid positions in any business and/or marketing career field within the community by enrolling in Work Based Learning. Students **DO NOT** enroll in Work Based Learning as a separate class. Interested students will be enrolled in Work Based Learning **AFTER** the class has begun by your class instructor. For more information, see the course description for Work Based Learning.

# Marketing

## MARKETING

**PRINCIPLES OF MARKETING A - 049010**

**Semester 1**

**PRINCIPLES OF ADVERTISING- 0490902**

**Semester 2**

**9, 10, 11, 12**

**1 credit**



Marketing is a yearlong class designed to introduce students to the diverse world of business and marketing. The principles and concepts taught give every student a fundamental understanding of business and marketing and the role it plays in our community, national economy and society. Regardless of a student's career choice, an understanding of business and marketing principles is an integral part of most jobs and professions. Marketing students are members of DECA, where students learn valuable leadership and social skills. DECA also provides students with various opportunities for travel, competitions, community involvement, scholarships, and much more! Marketing courses are designed to be co-curricular with the student organization, DECA. Therefore an additional fee (to be determined by the Adams 12 2024-2025 fee schedule) for the course is required for the payment of DECA state and national dues. Students will also have the opportunity to join and participate in FBLA (Future Business Leaders of America).

**WORK BASED LEARNING:** Students have the opportunity to earn elective credit while enrolled in this course for working in paid positions in any business and/or marketing career field within the community by enrolling in Work Based Learning. Students **DO NOT** enroll in Work Based Learning as a separate class. Interested students will be enrolled in Work Based Learning **AFTER** the class has begun by your class instructor. For more information, see the course description for Work Based Learning.

**There is an additional fee for this class pending the release of the Adams 12 2024-2025 fee schedule.**

## ADVANCED MARKETING

**STRATEGIC MARKETING - 049030**

**Semester 1**

**CONSUMER BEHAVIOR - 049040**

**Semester 2**

**1 HHS credit, 3 college credits through FRCC**

**10, 11, 12**

**Business/Marketing Teacher Recommendation Form required to register for this course.**

Advanced Marketing is a yearlong class covering advanced topics of Marketing. Advanced Marketing is a yearlong course that presents the analysis of theoretical marketing processes and the strategies of product development, pricing, promotion and distribution, marketing research and their applications to business and the individual consumer.

Advanced Marketing students are members of DECA, where students learn valuable leadership and social skills. DECA also provides students with various opportunities for travel, competitions, community involvement, scholarships, and much more! Marketing courses are designed to be co-curricular with the student organization, DECA. Therefore an additional fee (to be determined by the Adams 12 2024-2025 fee schedule) for the course is required for the payment of DECA state and national dues. Students will also have the opportunity to join and participate in FBLA (Future Business Leaders of America).

**College Now Program:** Advanced Marketing is offered through the College Now Program with Front Range Community College. Students will be concurrently enrolled at Front Range Community College. Students must complete all required admission and paperwork steps for Front Range Community College. Additional concurrent enrollment information will be handed out and completed in class.

**PREREQUISITE:** Business teacher recommendation required before enrollment in the course, please see Mrs. Valentine or Mr. Schrader (Room EO506 or down stairs staff center or send them an email to get in touch).

**WORK BASED LEARNING:** Students have the opportunity to earn elective credit while enrolled in this course for working in paid positions in any business and/or marketing career field within the community by enrolling in Work Based Learning. Students **DO NOT** enroll in Work Based Learning as a separate class. Interested students will be enrolled in Work Based Learning **AFTER** the class has begun by your class instructor. For more information, see the course description for Work Based Learning.

**There is an additional fee for this class pending the release of the Adams 12 2024-2025 fee schedule.**



## ENTREPRENEURSHIP

**INTRODUCTION TO ENTREPRENEURSHIP - 039080** Semester 1  
**LEADERSHIP - 039050** Semester 2



**1 HHS credit, 3 college credits through FRCC**

**10, 11, 12**

**Business/Marketing Teacher Recommendation Form required to register for this course.**

Business/Marketing Teacher Recommendation Form required to register for this course.

This course is designed for students interested in starting and operating a small business and/or business management. Learn what it's like to create and manage a business. You will get a chance to learn from and meet successful entrepreneurs who have launched and run very profitable businesses. Learn what it takes to be successful and become a leader in business. Students will also learn how to:

- Create a business plan for their own business
- Develop your leadership skills for your personal life and relationships as well as for business

Leadership focuses on the leadership skills for contemporary organizations. Covers development and communication of a shared vision to motivate and empower employees to manage conflict, to negotiate and develop teams.

Entrepreneurship & Leadership students are members of DECA, where students learn valuable leadership and social skills. DECA also provides students with various opportunities for travel, competitions, community involvement, scholarships, and much more. Marketing courses are designed to be co-curricular with the student organization, DECA. Therefore an additional fee (to be determined by the Adams 12 2024-2025 fee schedule) for the course is required for the payment of DECA state and national dues. Students will also have the opportunity to join and participate in FBLA (Future Business Leaders of America).

**COLLEGE NOW PROGRAM:** Advanced Marketing is offered through the College Now Program with Front Range Community College. Students will be concurrently enrolled at Front Range Community College. Students must complete all required admission and paperwork steps for Front Range Community College. Additional concurrent enrollment information will be handed out and completed in class.

**PREREQUISITE:** Business teacher recommendation required before enrollment in the course, please see Mrs. Valentine or Mr. Schrader (Room EO506 or down stairs staff center or send them an email to get in touch).

**WORK BASED LEARNING:** Students have the opportunity to earn elective credit while enrolled in this course for working in paid positions in any business and/or marketing career field within the community by enrolling in Work Based Learning. Students **DO NOT** enroll in Work Based Learning as a separate class. Interested students will be enrolled in Work Based Learning **AFTER** the class has begun by your class instructor. For more information, see the course description for Work Based Learning.

**There is an additional fee for this class pending the release of the Adams 12 2024-2025 fee schedule.**

**SOCIAL MEDIA FOR BUSINESS** - 039180

**SOCIAL MEDIA FOR BUSINESS- .5 credit**



**9, 10, 11, 12**

Teaches students how to use social media as a business strategy and covers how to match that strategy with the goals of the business. This course addresses current trends, ethics, regulations, legal challenges, strategy, content development, and change management. This course helps students develop a better understanding of how marketing with social media is similar to and different from traditional marketing and how to best use online methods to further business goals.

**WORK BASED LEARNING:** Students have the opportunity to earn elective credit while enrolled in this course for working in paid positions in any business and/or marketing career field within the community by enrolling in Work Based Learning. Students **DO NOT** enroll in Work Based Learning as a separate class. Interested students will be enrolled in Work Based Learning **AFTER** the class has begun by your class instructor. For more information, see the course description for Work Based Learning.

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## INTERNATIONAL MARKETING & BUSINESS

### INTERNATIONAL MARKETING

- 049060 Semester 1



### CORPORATE ETHICS & SOCIAL RESPONSIBILITY -049020

Semester 2

10, 11, 12

1 credit

International Marketing is exciting, dynamic, challenging, and a key to success in a highly competitive global marketplace. Whatever you plan to do in life, an understanding of business and marketing principles will benefit you. International Marketing is a year-long class designed to further develop student's understanding of marketing and marketing-related skills. Advanced areas of marketing not covered in Marketing will be studied. An emphasis will be placed on applying business and marketing concepts to foreign countries and economies. Students will complete various projects in each unit studied. A cumulative, on-going International Business Plan will be completed. Marketing students are members of DECA, where students learn valuable leadership and social skills. DECA also provides students with various opportunities for travel, competitions, community involvement, scholarships, and much more! Marketing courses are designed to be co-curricular with the student organization, DECA. Therefore an additional fee (to be determined by the Adams 12 2024-2025 fee schedule) fee for the course is required for the payment of DECA state and national dues. Students will also have the opportunity to join and participate in FBLA (Future Business Leaders of America).

**WORK BASED LEARNING:** Students have the opportunity to earn elective credit while enrolled in this course for working in paid positions in any business and/or marketing career field within the community by enrolling in Work Based Learning. Students **DO NOT** enroll in Work Based Learning as a separate class. Interested students will be enrolled in Work Based Learning **AFTER** the class has begun by your class instructor. For more information, see the course description for Work Based Learning.

**There is an additional fee for this class pending the release of the Adams 12 2024-2025 fee schedule.**

## Technology

### INTRODUCTION TO PC APPLICATIONS - 039060

9, 10, 11, 12

.5 credit



This computerized course is designed to help students develop word processing and technology skills for personal and/or business use. Students will learn:

- to utilize the features and functions of Microsoft Word, Excel, and PowerPoint
- to create and properly format a variety of documents that will be utilized in core classes, elective courses, and on the job
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## **WEB DESIGN – 169300**

**9, 10, 11, 12**

**.5 credit**

Introduces web site planning, design and creation utilizing HTML through industry-standard development tools. Emphasis is placed on applying stylistic decisions using cascading style sheets. Web based considerations regarding color, typography, aesthetics, user interface design, and process integration with visual-based design tools will be explored.

**RECOMMENDED PREREQUISITE:** Computer Applications (Introduction to PC Applications)

**FUTURE BUSINESS LEADERS OF AMERICA (FBLA):** Participation in Future Business Leaders of America (FBLA) is available for students. Students who participate in FBLA learn valuable leadership and social skills and can earn extra credit in the class.

**WORK BASED LEARNING:** Students have the opportunity to earn elective credit while enrolled in this course for working in paid positions in any business and/or marketing career field within the community by enrolling in Work Based Learning. Students **DO NOT** enroll in Work Based Learning as a separate class. Interested students will be enrolled in Work Based Learning **AFTER** the class has begun by your class instructor. For more information, see the course description for Work Based Learning.

## **Other Career and Technical Credit Option**

### **SCHOOL-BASED-ENTERPRISE-RETAIL - 049050**

**9,10,11,12**

**.25 - .5 credit**

Get hands-on retail experience while working in Horizon's Hawk Haven Cafe. You will learn how to be a barista, cash register operations, cash handling, inventory management, customer service, merchandising, and food handling. Interested students need to complete an application, and in some cases, an interview before they are added to the class. Daily attendance is crucial for student success in this class. Contact Mr. Schrader, Ms. Valentine, or Mr. Wilke for more information.

**PREREQUISITE:** Complete an application at registration or contact Mr. Schrader, Ms. Valentine, or Mr. Wilke.

**Food Beverage Management credit may be included and count toward the required 6 credit total!**

**WORK BASED LEARNING:** Students have the opportunity to earn elective credit while enrolled in this course for working in paid positions in any business and/or marketing career field within the community by enrolling in Work Based Learning. Students **DO NOT** enroll in Work Based Learning as a separate class. Interested students will be enrolled in Work Based Learning **AFTER** the class has begun by your class instructor. For more information, see the course description for Work Based Learning.

### **WORK-BASED LEARNING**

**9, 10, 11, 12**

#### **Additional Credit Available per Teacher Approval**

Want to earn credit for your part time job? Interested students who are enrolled in a Business, Marketing, or Technology course may choose to participate in Work Based Learning (workplace experience). In Work Based Learning, students have the opportunity to apply their knowledge and skills in the workplace. Students should not enroll in Work Based Learning as a separate class on the course registration form. The teacher will sign students up after courses have begun each semester.

- Students must work a minimum of 125 documented hours to earn .5 credit and 250 documented hours for 1.0 credit. A student cannot earn more than .5 credit of Work Based Learning per semester; 1.0 per school year.
- A student may not be enrolled in and/or receive credit for more than one Work Based Learning (on-the-job-training) course at a time.
- A student may not count more than 2.0 Work Based Learning (on-the-job-training) credits toward graduation requirements.
- Students must provide proof of hours worked with copies of official documents such as pay stubs.

**Only two credits can be earned during a student's 4 years at Horizon (a maximum of 1.0 credit can be earned during any one school year).**

**Work Based Learning credit should not be included in nor does it count toward the required 6 credit total!**

## Horizon Business/Marketing Department Course Pathways



### Business and Marketing



#### **ENTRY-LEVEL:**

Introduction to Business  
Intro to PC Applications  
Principles of Marketing A S1 &  
Principles of Advertising S2  
Social Media for Business



#### **INTERMEDIATE:**

Personal Finance  
Principles of Accounting I A S1 & B S2  
International Marketing S1 &  
Corporate Ethics and Social Responsibility S2  
School-based Enterprise-Retail  
Work-Based Learning: Business



#### **ADVANCED:**

Strategic Marketing S1 & Consumer Behavior S2<sup>^\*</sup>  
Intro to Entrepreneurship S1 & Leadership S2<sup>\*</sup>



#### **ADDITIONAL BENEFITS:**

CTSO Participation: DECA and FBLA  
Work-based Learning Credit Available  
<sup>\*</sup>College Credit Opportunities  
<sup>^</sup>Course has recommended prerequisite

College credit opportunities, leadership development or certifications from:

