



CENTURY HIGH SCHOOL BUSINESS & MARKETING

INSTRUCTORS:

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For students interested in:

- Marketing
- Sports marketing
- Accounting
- Finance
- Computer applications for business
- Connections with local business community
- DECA connection

SEQUENCE OF COURSES

Please refer to HSD course catalog for more information



PATHWAY TEACHES

STUDENTS TO:

- Understand the marketing mix, promotion and advertising
- Participate in a retail business simulation
- Learn how to be an entrepreneur and solve real world case studies for businesses
- Learn the Lean Canvas Model of startup and innovation, project based
- Manage, market and run student based enterprises– Café or First Tech Coffee Shop Internship
- Stock Market Game and Budget Challenge Simulation
- Use MS Office Applications

CAREER POSSIBILITIES & SALARY RANGES

• Accountant	\$51,958- \$80,683
• Advertising Manager	\$82,757- \$113,691
• Credit Analyst	\$55,723- \$89,710
• Financial Manager	\$77,522- \$137,862
• Event Planner	\$37,627- \$59,093
• Public Relations Manager	\$39,603- \$77,771
• Budget Analyst	\$60,070- \$83,512

SOME LOCAL COLLEGES & MAJORS

- **PCC**– Associate of Applied Science: Management or Marketing, One-year Certificate: Marketing
- **OSU**– Bachelors of Science: Business Management, Economics, Management, Marketing or Merchandising Management
- **PSU**– Bachelors of Arts: Advertising Management or Marketing
- **U of O**– Bachelors of Science: Advertising, Business Administration, Economics or Public Relations

POTENTIAL LOCAL EMPLOYERS

- Intel
- Qorvo
- Genentech
- Oracle America
- Micron Laser Technology
- Adidas
- First Tech Credit Union
- Adobe Systems Inc.
- Synopsis
- Thermo Fisher Scientific
- Nike

CLUBS & PROFESSIONAL ORGANIZATIONS

- **DECA**

To learn more about career and college opportunities, make an appointment with your counselor 503-844-1814