

INSTRUCTORS:
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For students interested in:

- Entrepreneurship
- Marketing
- Merchandising
- Sports marketing
- Social media marketing
- Advertising

SEQUENCE OF COURSES

Please refer to HSD course catalog for more information

Related courses:
1. Personal Finance
2. Marketing Lab Ground Up

Required course: Marketing 1 1 credit 9th grade

Capstone course:

*Management &
Business Seminar
1 credit
12th grade

*Dual credit possible
Senior Project Included



Required courses:
(Choose two)
1. *Marketing 2
2. Marketing Lab
3. Sports, Entertainment
& Event Marketing
4. Accounting 1
.5 credit each
*Dual credit possible
10-11th grade

PATHWAY TEACHES STUDENTS TO:

- Understand the importance of marketing and promotion in the sales cycle
- Plan, manage and run student based business enterprises during the school day
- Learn the work flow of a startup entrepreneur
- Learn a variety of software solutions to common business problems
- Create a business plan from business ideas of the student's choice
- Improve speaking and presentation skills
- Understand how to use social media and digital marketing to effectively drive additional revenue

CAREER POSSIBILITIES & SALARY RANGES

•	Accountant	\$54,933- \$122,533
•	Marketing Manager	\$71,594- \$217,818
•	Credit Analyst	\$51,501- \$135,408
•	Financial Manager	\$80,766- \$227,573
•	Event Planner	\$39,853-\$85,509
•	Public Relations Manager	\$58,926- \$170,435
•	Budget Analyst	\$65,666- \$109,845

*Salary ranges shown are from the 10th to 90th percentile

SOME LOCAL COLLEGES & MAJORS

- **PCC** Associate of Applied Science: Management or Marketing, One-year Certificate: Marketing
- **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.
- Synopsys
- Thermo Fisher Scientific
- Nike

To learn more about career and college opportunities, make an appointment with your counselor 503-844-1900 ext. 3504