



LIBERTY HIGH SCHOOL MARKETING & MANAGEMENT

INSTRUCTOR:

JEREMY NESBITT

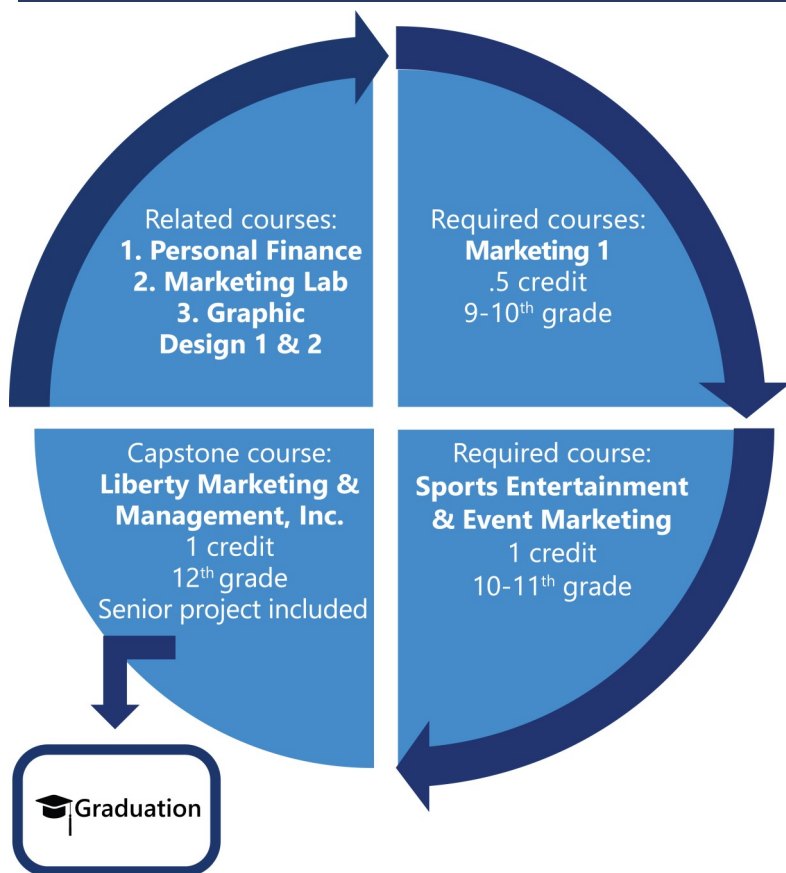
nesbittj@hsd.k12.or.us

For students interested in:

- Entrepreneurship
- Marketing
- Accounting
- Finance
- International business
- Advertising

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
- Manage, market and run student based enterprises– Liberty Flight Deck
- Stock Market Game and Budget Challenge Simulation
- Organize and promote athletic, music and festival events

CAREER POSSIBILITIES & SALARY RANGES

• Marketing Manager	\$71,594- \$217,818
• Advertising Manager	\$66,560- \$207,875
• Retail Sales Manager	\$71,074- \$238,181
• 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: Accounting, Management or Marketing, One-year Certificate: Accounting clerk or Marketing
- **OSU**– Bachelors of Science: Accountancy, Business Management, Economics, Finance, Management, Marketing or Merchandising Management
- **PSU**– Bachelors of Arts: Accounting, Advertising Management, Finance or Marketing
- **U of O**– Bachelors of Science: Accounting, 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 503-844-1250