

Business & Marketing Courses



Business Communication (Semester 1) and International Marketing (Semester 2)

Course #7390/049060

12th Grade: 1.0 Credit

Prerequisite: Successful completion of three years of High School of Business Pathway OR Strategic Marketing/Consumer Behavior.

Learn how to communicate in business! This class will help teach you the skills you need to be an effective communicator. The first semester of business communication will provide the skills you need to succeed in college and the 21st century. International Marketing and Business will teach students about the finer points of business and marketing internationally. The course is designed to teach an informed observer of the global marketplace and enable them to develop skills to make marketing and business decisions in an international context. During the first semester, students will have fun planning to take a product or service of their choice to a foreign country as they learn how to write the DECA International Business Plan. The course is designed to make the reader an "informed observer" of the global marketplace and enable them to develop skills to make marketing decisions globally. Students will learn presentational speaking skills and concepts by delivering speeches. Students will also learn effective business writing by creating business documents and white papers.

Includes the fundamentals of business communication and an introduction to international communication. Students will learn about international affairs, culturally adaptable marketing, cultural diversity and customs, global marketing research, international trade while applying international projects, and teamwork. This year-long class is for students interested in getting college credit from UCD. The course is being offered in cooperation with the University of Colorado Denver. The type will carry six semester hours of credit from UCD and have extensive speeches, note-taking, reading, and writing assignments relating to Marketing and Economics. The class is team-taught with a professor from UCD. UCD college credit may be purchased at a cost determined by UCD each semester (3 credits each semester).

Counseling Notes: A membership fee for DECA is required (\$30.00). This course is eligible for Work-Based Learning credits. See [Work-Based Learning](#) for detailed information about earning credits for working.



Intro. to Entrepreneurship (Semester 1) & Small Bus. Mgmt. (Principles of Mgmt. - Semester 2)

Course# 039080/049070

12th grade - 1.0 Credit

Prerequisite: Successful completion of Consumer Behavior/Strategic Marketing. *Priority will be given to students currently enrolled in the High School of Business program.*

This course introduces students to the rewards and risks of owning, operating, and managing a business enterprise. Emphasis is placed on mastering skills to plan, organize, manage, and finance a small business. Students will acquire these concepts through the development of a business plan. The course also explores traditional and lean business planning to establish a strategic vision and direction for a business. This course assesses the strengths and weaknesses of a business concept. It includes identifying external and environmental factors related to business ownership and evaluating various resources for funding small businesses. This course also provides an overview of small business management (principles of management). Emphasis is on the primary functions of planning, organizing, staffing, leading, and controlling with a balance between the behavioral and operational approaches. This year-long class is for students interested in getting college credit from UCD. The course is being offered in cooperation with the University of Colorado Denver. The system will carry six semester credit hours from UCD and

have extensive note-taking, reading, and writing assignments. The course is team-taught with a professor from UCD. Marketing students are strongly encouraged to participate in the many DECA activities throughout the year.

Front Range Small Business Management College Credits

Small Business Management - (MAN 0216) This class addresses the unique entrepreneurial experience of conceiving, evaluating, creating, managing, and potentially selling a business. The goal is to provide a solid background with practical application of essential concepts applicable to the entrepreneurial environment. In addition to creative aspects, key business areas of finance, accounting, marketing, and management will be addressed from an entrepreneurial perspective. The course relies on classroom discussion, participation, guest speakers, case analysis, and building a business model to develop a comprehensive strategy for launching and managing a business. Students must draw upon their business education and experience and apply it to launch a new venture. Students are expected to interact with the business community and advisors, be able to work effectively in teams, and be active participants in classroom discussions and exercises. (3 college credits)

Counseling Notes: A membership fee for DECA is required (\$30.00). This course is eligible for [Work-Based Learning credits](#). See [Work-Based Learning](#) for detailed information about earning credits for working.

Introduction to Business (Semester 1) and Principles of Marketing A (Semester 2)

Course# 7330/049010

10th, 11th and 12th grade - 1.0 Credit

Want to learn more about business and marketing in business in a hands-on, project-based environment? Learn skills for the 21st-century workplace? If so, this class is for you! Students will learn how marketers deliver value in satisfying customer needs and wants, determine which target markets the organization can best serve, and decide upon appropriate products, services, and programs to help these markets. Topics include branding and product development, pricing strategies, marketing research, promotion, supply chain management, and service marketing. This course introduces the application of fundamental business principles to local, national, and international forums. It examines the relationship between economic systems, governance, regulations, and law and business operations. Marketing students are strongly encouraged to participate in the many DECA activities provided to them throughout the year, where they learn valuable leadership and social skills.

Counseling Notes: A membership fee for DECA is required (\$30.00). This course is eligible for [Work-Based Learning credits](#). See [Work-Based Learning](#) for detailed information about earning credits for working.



Personal Finance

Course# 039090

9th, 10th, 11th, and 12th - 0.5 Credit

Want to learn how to save, invest, and build wealth? Personal Finance helps set students up for future financial success. This course is designed to help students understand the impact of individual choices on occupational goals and future earnings potential. The course covers basic personal financial planning concepts and applications, including cash flow, net worth, asset selection, and purchase, income taxes, insurance, consumer debt, and risk management. Students dig into hands-on projects like investment tracking and a virtual balance sheet simulation that teach them how to invest and track money, use debt appropriately, and achieve and increase net worth. Students also compete in various in-class and national simulations to build successful stock portfolios and the highest net worth. Skills learned in this class are transferable to any career and real life.

Metropolitan State College of Denver Dual Enrollment College Credits

Personal Financial Planning - (FIN 3150) The students will learn the time value of money and how to perform TVM calculations on a financial calculator. Further, students will learn how to formulate short- and long-term financial plans and execute them to achieve stated goals. Understand basic personal financial statements and determine problem areas by looking at ratios. Understand various investment vehicles, risks, diversification, asset allocation, mortgage markets, bank borrowing (including credit card debt and student loans), and medical, property, and casualty insurance policies. Additionally, we will look at investing from the retirement planning perspective through mutual funds and forming portfolios (while examining risks) with stocks and bonds. (3 college credits)

Counseling Notes: A membership fee for DECA is required (\$30.00). This course is eligible for [Work-Based Learning credits](#). See [Work-Based Learning](#) for detailed information about earning credits for working.



Social Media for Business

Course# 039180

11th and 12th grade: 0.5 Credit

Want to explore how social media is used in business? Then this course is for you! This second-level marketing (DECA) course will earn three free college credits through Front Range Community College. Through this course, Students identify trends in business social-media space, quantify the contribution of social media (metrics and goals, finding what is good, measuring and adjusting on the fly, reporting and sharing insights), learn how to develop a social media plan for a business and develop an integrated approach for social media content creation. Students will learn to understand and appreciate ethics and ethical principles using social media, create and measure content marketing strategies, and set social media goals and metrics. Students will learn social media strategies through various simulations. Students will earn a Google Analytics certificate and a HubSpot certificate. Social media research may need to be conducted outside of the classroom. Marketing students are strongly encouraged to participate in the many DECA activities provided to them throughout the year, where they will learn valuable leadership and social skills.

Front Range Social Media for Business College Credits

Social Media for Business - (MAR 1055) Teaches students how to use social media as a business strategy and covers how to match that strategy with the business's goals. This course addresses current trends, ethics, regulations, legal challenges, design, content development, and change management. This course helps students better understand how marketing with social media differs from traditional marketing and how to use online methods best to further business goals. (3 college credits)

Counseling Notes: A membership fee for DECA is required (\$30.00). This course is eligible for [Work-Based Learning credits](#). See [Work-Based Learning](#) for detailed information about earning credits for working.



Strategic Marketing Semester 1 & Consumer Behavior Semester 2

Course# 049030/049040

11th and 12th grade: 1.0 Credit

Prerequisite: Introduction to Business/Principles of Marketing A

This course is a second-level marketing (DECA) course. The study presents the analysis of theoretical marketing processes, product development strategies, pricing, promotion, and distribution, and their applications to business and the individual consumer. Along with career opportunities in marketing occupations, students will learn about promotion and advertising, finance and investments, presentation skills, management techniques, sports marketing, and establishing and operating a small business. Marketing concepts are learned and

applied using computer simulations. Students will be able to illustrate the connections between a market-driven strategy, customer satisfaction, and profitable growth. Students will also examine how small and large organizations develop and execute marketing strategies. The course will emphasize strategy development, implementation, and evaluation. Marketing students are strongly encouraged to participate in the many DECA activities provided to them throughout the year, where they will learn valuable leadership and social skills.

Front Range Consumer Behavior College Credits

Principles of Marketing (MAR 216) - Presents the analysis of theoretical marketing processes, product development strategies, pricing, promotion, and distribution, and their applications to business and the individual consumer. (3 college credits)

Counseling Notes: A membership fee for DECA is required (\$30.00). This course is eligible for [Work-Based Learning](#) credits. See [Work-Based Learning](#) for detailed information about earning credits for working.

School-Based Enterprise-Retail

Course# 049050

10th, 11th, and 12th grade -0.5 Credit

Prerequisite: Introduction to Business/Principles of Marketing A and Instructor Approval

This semester's course provides students with "real world" business management and cash handling experience. Students will be responsible for selecting products, placing products within the store, pricing products, and promoting products. In addition, students will develop and refine customer service skills. A school-based enterprise (SBE) is an entrepreneurial operation in a school setting that provides goods/services to meet market needs. SBEs are managed and operated by students as hands-on learning laboratories that integrate National Curriculum Standards in Marketing, Finance, hospitality, or management. SBEs provide realistic and practical learning experiences that reinforce classroom instruction. School-based enterprises are valuable educational tools that help prepare students to transition from school to work or college..

Counseling Notes: Allowed to repeat for credit. Students must obtain approval from School-Based Enterprise Instructors. This course is eligible for [Work-Based Learning](#) credits. See [Work-Based Learning](#) for detailed information about earning credits for working.



Tax Help CO (Semester 1) and Fundamentals of Accounting (Semester 2)

Course# 03903/039040

11th and 12th grade: 1.0 Credit

Prerequisite: Must demonstrate proficiency in all math courses.

Have you ever wanted to learn how taxes work or learn how to prepare tax returns? Students will be ready to prepare basic tax returns upon completing this course. A tax preparer should be able to help individuals work through tax exemptions, deductions, and income adjustments. Students may also be able to sit for the basic IRS certification exam.

1st Semester: This class aims to train students to prepare federal and state income taxes for individuals. They learn employment skills and provide a service to the community. An emphasis is placed on tax form preparation using professional tax software. A specially developed curriculum gives the students the necessary knowledge of tax law to pass the IRS certification examination at the primary, intermediate, and advanced levels. Emphasis is placed on form preparation with the use of tax software. Students must pass all parts of the IRS certification exam as a course requirement.

2nd Semester: The objective of this class is to train students in the generally accepted accounting principles such as analyzing transactions, journalizing, posting, petty cash, financial statements, and adjusting and closing entries for a sole proprietorship of a service company. Presents essential accounting concepts emphasizing the procedures for maintaining journals, ledgers, and other related records and completing end-of-period reports for minor service and merchandising businesses. In correlation with IRS certification, students must volunteer 30 hours outside class to pass the course (ACC 133-Tax Help Colorado Practicum). Students who volunteer 40 hours of their time will get a letter from the Governor, and if they volunteer 100 hours, they will receive a letter from the President of the United States. The volunteer hours will be completing tax returns for low-income families. The practicum allows students to prepare real-time federal and state income tax returns for individuals.

Front Range College Accounting Credits

This is a concurrent enrollment class with Front Range Community College. A student has the opportunity to receive Front Range Community College credits. *Tax Help Colorado Practicum (ACC 133) - This course allows students to prepare federal and state income tax returns for individuals in real-time.

*30 Volunteer hours at a tax site required for college credit.

Counseling Notes: A membership fee for DECA is required (\$30.00). This course is eligible for [Work-Based Learning credits](#). See *Work-Based Learning* for detailed information about earning credits for working.

High School of Business



ENTRY-LEVEL:

HSB Principles of Business S1 & HSB Economics S2*



INTERMEDIATE:

HSB Principles of Marketing S1 &
 HSB Principles of Finance S2*
 HSB Principles of Management S1 &
 HSB Business Strategies S2*



ADVANCED:

Business Communications S1 &
 International Marketing S2*
 Intro to Entrepreneurship S1 &
 Principles of Management S2*



ADDITIONAL BENEFITS:

HSB Certification
 ESB - Entrepreneurship and
 Small Business Certification
 HSB Observational Internship
 CTSO Participation: DECA
 *College Credit Opportunities



By MBA Research

College credit opportunities, leadership development or certifications from:



High School of Business Courses



High School of Business: Principles of Business

9th Grade - 0.5 Credit

This project-based business course develops students' understanding and skills in business law, economics, financial analysis, human resources management, information management, marketing, operations, and strategic management. Through projects, students acquire an understanding and appreciation of the business world. They develop a business analysis report, conduct an environmental scan of the local business community, and investigate business activities. Current technology will be used to acquire information and to complete the projects. Throughout the course, students are presented with problem-solving situations for which they must apply academic, critical thinking, and financial literacy skills. Formal performance evaluations and self-reflections are an ongoing component of the course.

Front Range College Credits

Introduction to Business (BUS 115) - Focuses on the operation of the American Business System. It covers the fundamentals of the economy, careers and opportunities, marketing, management, production, governmental regulations, tools of business, and social responsibilities. (3 college credits)

Counseling Notes: A membership fee for DECA is required (\$30.00). This course is eligible for [Work-Based Learning](#) credits. See [Work-Based Learning](#) for detailed information about earning credits for working.



High School of Business: Business Economics

9th Grade - 0.5 Credit

This project-based business course develops students' understanding and skills in economics, entrepreneurship, operations, and professional development. Through seven projects, students understand and appreciate economic decision-making in business and augment their knowledge of entrepreneurial contributions. Current technology will be used to receive information and to complete the projects. Throughout the course, students are presented with problem-solving situations for which they must apply academic, critical thinking, and financial literacy skills. Formal reflection and peer feedback are ongoing components of the course.

Counseling Notes: A membership fee for DECA is required (\$30.00). This course is eligible for [Work-Based Learning](#) credits. See [Work-Based Learning](#) for detailed information about earning credits for working.



High School of Business: Principles of Marketing

10th Grade - 0.5 Credit

This project-based business course develops students' understanding and skills in channel management, marketing-information management, market planning, pricing, product/service management, promotion, and selling. Through seven projects, students acquire an understanding and appreciation of marketing activities. Current technology will be used to receive information and to complete the projects. Throughout the course, students are presented with problem-solving situations for which they must apply academic and critical-thinking skills. Formal

reflection is an ongoing component of the course.. *This course is eligible for [Work-Based Learning](#) credits. See [Work-Based Learning](#) for detailed information about earning credits for working.*

Front Range College Credits

Principles of Marketing (MAR 216) - Presents the analysis of theoretical marketing processes, product development strategies, pricing, promotion, and distribution, and their applications to business and the individual consumer. (3 college credits)

Counseling Notes: A membership fee for DECA is required (\$30.00). This course is eligible for [Work-Based Learning](#) credits. See [Work-Based Learning](#) for detailed information about earning credits for working.



By MBAResearch



High School of Business: Principles of Finance

10th Grade - 0.5 Credit

Principles of Finance furthers students' understanding of two specific business activities—accounting and finance—introduced in an earlier High School of Business course, Principles of Business. Students make connections between accounting and finance through team activities and a semester-long corporate investment project. Students acquire an understanding of financial statements, calculate financial ratios, and make corporate financial management decisions based on their analysis of that financial data. In addition, students apply the concepts of operating and overhead costs, internal accounting controls, and budgets to their class business. Lastly, cost/benefit analysis is introduced as an element of financial planning and decision-making.

Counseling Notes: A membership fee for DECA is required (\$30.00). This course is eligible for [Work-Based Learning](#) credits. See [Work-Based Learning](#) for detailed information about earning credits for working.



By MBAResearch



High School of Business: Principles of Management

11th Grade: 0.5 Credit

Principles of Management further student understanding of management introduced in an earlier High School of Business™ course, Principles of Business. Students make connections between management and business success through individual and team activities and a semester-long project. Students understand legal and ethical issues associated with management; initiate, plan, implement control, and close a project; motivate team members; delegate work; develop a chain of command; coordinate work efforts; and interpret statistical findings.

Front Range College Credits

Principles of Management (MAN 226) - Presents a survey of management principles. Emphasis is placed on the primary functions of planning, organizing, leading, and controlling, with a balance between behavioral and operational approaches. (3 college credits)

Counseling Notes: A membership fee for DECA is required (\$30.00). This course is eligible for [Work-Based Learning](#) credits. See [Work-Based Learning](#) for detailed information about earning credits for working.



By MBAResearch



High School of Business: Business Strategies

11th Grade - 0.5 Credit

This project-based business course develops students' understanding and skills in business law, entrepreneurship, financial analysis, human resources management, and strategic management.

Students acquire a realistic understanding of what is required to open and successfully run a business by planning, organizing, staffing, directing, leading, and controlling business activities. They conduct situational, market, and competitive analyses; select a target market; develop a business plan; recruit, interview, select, and hire staff; supervise staff; control the use of resources; and evaluate the results of the business effort. Throughout the course, students make decisions and use problem-solving skills. Formal reflection is an ongoing component of the system.
*Students are required to complete an internship.

***High School of Business Internship Course Guide**

The High School of Business™ Internship requirement allows students to see first-hand how business executives function, interact and put into use the concepts taught in the High School of Business™ program. Students are required to observe a business professional for a minimum of 20 hours. Students may choose the area of business or career they follow. The Business Strategies instructor will coordinate ten internship hours; the student must coordinate the additional 10 hours.

Counseling Notes: A membership fee for DECA is required (\$30.00). This course is eligible for [Work-Based Learning](#) credits. See Work-Based Learning for detailed information about earning credits for working.



Business Communication (Semester 1) and International Marketing (Semester 2)

12th Grade: 1.0 Credit

Prerequisite: Successful completion of three years of High School of Business Pathway

Learn how to communicate in business! This class will help teach you the skills you need to be an effective communicator. The first semester of business communication will provide the skills you need to succeed in college and the 21st century. International Marketing and Business will teach students about the finer points of business and marketing internationally. The course is designed to teach an informed observer of the global marketplace and enable them to develop skills to make marketing and business decisions in an international context. During the first semester, students will have fun planning to take a product or service of their choice to a foreign country as they learn how to write the DECA International Business Plan. The course is designed to make the reader an "informed observer" of the global marketplace and enable them to develop skills to make marketing decisions globally. Students will learn presentational speaking skills and concepts by delivering speeches. Students will also learn effective business writing by creating business documents and white papers. Includes the fundamentals of business communication and an introduction to international communication. Students will learn about international affairs, culturally adaptable marketing, cultural diversity and customs, global marketing research, international trade while applying international projects, and teamwork. This year-long class is for students interested in getting college credit from UCD. The course is being offered in cooperation with the University of Colorado Denver. The type will carry six semester hours of credit from UCD and have extensive speeches, note-taking, reading, and writing assignments relating to Marketing and Economics. The class is team-taught with a professor from UCD. UCD college credit may be purchased at a cost determined by UCD each semester (3 credits each semester).

Counseling Notes: A membership fee for DECA is required (\$30.00). This course is eligible for [Work-Based Learning](#) credits. See Work-Based Learning for detailed information about earning credits for working.

Technology Courses



Coding I

9th, 10th, 11th grade - 0.5 Credit

Coding I is a Python course intended to teach students the basics of computer programming. Students begin by learning the history of computing, the impacts it has had, and the impacts it may have. Students explore career opportunities associated with coding. The course places emphasis on practicing standard programming techniques and learning the logic tools and methods typically used by programmers to create simple computer applications. Upon completion of this course, proficient students will be able to solve problems by planning multi-step procedures; understanding number systems and how they are used in programming; writing, analyzing, reviewing, and revising programs; converting detailed information from workflow charts and diagrams into coded instructions in a computer language; and will be able to troubleshoot/debug programs and software applications on a computer and/or microcontroller to correct malfunctions and ensure their proper execution.

Counseling Notes:

- This course is a recommended prerequisite to AP Computer Science A.
- Possible career opportunities: Computer Programmer, Computer Engineer, Web Designer, Video Game Design, IT Specialist, Network Technician
- A membership fee for TSA is required (\$17.00).

Coding II

9th, 10th, 11th grade - 0.5 Credit

Prerequisite: Coding I or Instructor Approval

Coding II challenges students to develop advanced skills in problem analysis, construction of algorithms, and computer implementation of algorithms as they work on programming projects of increased complexity. In so doing, they develop key skills of discernment and judgment as they must choose from among many languages, development environments, and strategies for the program life cycle. Course content is reinforced through numerous short- and long-term programming projects accomplished both individually and in small groups. These projects are meant to hone the discipline and logical thinking skills necessary to craft error-free syntax for the writing and testing of programs. Upon completion of this course, proficient students will demonstrate an understanding of object-oriented programming language using high-level languages such as Processing (Java version), FOCUS, Python, or SAS.

Counseling Notes:

- This course is a recommended prerequisite to AP Computer Science A.
- Possible career opportunities: Computer Programmer, Computer Engineer, Web Designer, Video Game Design, IT Specialist, Network Technician
- A membership fee for TSA is required (\$17.00).



AP Computer Science Principles

9th, 10th, 11th and 12th grade - 1.0 Credit

Prerequisite: Enrolled or completed Integrated Math II

AP Computer Science Principles introduces students to the breadth of the field of computer science. In this course, students will learn to design and evaluate solutions and to apply computer science to solve problems through the development of algorithms and programs. They will incorporate abstraction into programs and use data to discover new knowledge. Students will also explain how computing innovations and computing systems, including the Internet, work, explore their potential impacts, and contribute to a computing culture that is collaborative and ethical. (<https://apcentral.collegeboard.org/pdf/ap-computer-science-principles-course-and-exam-description.pdf>)

Counseling Notes:

- *A teacher recommendation form must be completed by the current teacher to enroll in this course. A mandatory parent/student meeting in April will cover class expectations. At that time, the parent and student will sign an AP contract.*
- All students taking A.P. English Language and Composition must take the Advanced Placement Examination to receive the weighted credit for this course.
- A membership fee for TSA is required (\$17.00). Course fee of \$96.00 for the A.P. Examination.



AP COMPUTER SCIENCE A - (STEM & Information Technology Pathway)

10th, 11th, 12th grade - 1.0 Credit

Prerequisite: Coding I and Coding II, AP Computer Science Principles, or instructor approval.

AP Computer Science A is an introductory college-level computer science course. Students cultivate their understanding of coding through analyzing, writing, and testing code as they explore concepts like modularity, variables, and control structures. The course emphasizes object-oriented programming and design using the Java programming language. Prerequisites: Students must have successfully completed one of the following Computer Science options: Coding I and Coding II, AP CS Principles, or teacher approval. Students must also be enrolled in or completed Integrated Math II.

Counseling Notes:

- *A teacher recommendation form must be completed by the current teacher to enroll in this course. A mandatory parent/student meeting in April will cover class expectations. At that time, the parent and student will sign an AP contract.*
- Location: Mountain Range or Bollman (depending on enrollment)
- A membership fee for TSA is required (\$17.00). Course fee of \$96.00 for the A.P. Examination.

Game Design - 160100

9th, 10th, 11th, 12th grade - 0.5 Credit

Prerequisite: Coding I, or AP CSP, or Instructor Approval

Game Design combines problem-solving techniques with computer game design and implementation to introduce students to basic gaming and computer science concepts. Students design, implement, and test computer games using software that allows for basic game creation through various game creation tools.

Counseling Notes:

- This course is a recommended prerequisite to AP Computer Science A.

- Possible career opportunities: Computer Programmer, Computer Engineer, Web Designer, Video Game Design, IT Specialist, Network Technician
- A membership fee for TSA is required (\$17.00).

Intro to PC Applications

9th, 10th, 11th, 12th grade - *0.5 Credit*

This is an introductory level computer course. Students will receive hands-on experience with various computer applications, including Microsoft Word, Excel, PowerPoint, Google Suite applications, typing, video production, coding, and digital citizenship.



Microsoft Office Specialist Certification

9th, 10th, 11th, 12th grade - *0.5 Credit*

This course is designed to prepare students for one or more of the Microsoft Office Specialist exams. Students will demonstrate their knowledge and proficiency in one or more Microsoft programs: Word, Excel, PowerPoint, Access, Note, and Expert Word/ Excel. Students will also have the opportunity to work towards Google Certification. Students will have access to all 8 tests for \$90 (up to \$700 savings off the industry price).

Counseling Notes: A course fee of \$90.00 for the Microsoft Examinations.

Web Design

9th, 10th, 11th and 12th Grade - *0.5 Credit*

Students will learn to create, design, and publish information on the World Wide Web. Students will become proficient in web page design using web-authoring software and hand coding. Using HTML, CSS, and some JS, students will transform ideas into publications ready for launching on the Web. Students will design detailed, in-depth, interactive websites using cutting-edge technology and learn the dynamic possibilities of industry-standard web-authoring tools.

Front Range Concurrent Course

This is a Front Range Community College concurrent enrollment course. Please contact your instructor for information on receiving college credit for this course.



Counseling Notes: A membership fee for TSA is required (\$17.00).

Website Development

9th, 10th, 11th and 12th Grade - *0.5 Credit*

Prerequisites: Web Design and instructor approval.

This course continues the skills development from the Web Design course. Students will learn the skills to create interactive websites and to utilize state-of-the-art tools to create graphics, animations, and sound. Students will learn HTML, CSS, JS, PHP Scripting, and Graphics.

Counseling Notes: A membership fee for TSA is required (\$17.00).

Introduction to Multimedia & Digital Media

9th, 10th, 11th, and 12th Grade - *1.0 Credit (Two semester-long courses)*

This course consists of a one semester survey course introducing students to 21st century workplace multimedia tools and the second semester explores the world of Motion Graphics and Visual Effects. In Intro to Multimedia, this computerized course is designed to help students develop basic graphics, video, and sound skills within multimedia production software. This class will focus on: creating multimedia projects utilizing prosumer video production software; learn to effectively use audio and video recording equipment; learn to capture, edit and create audio and video files; learn to effectively utilize a mix of production software; experiment with a variety of computer applications. Students in Media Production will produce video announcements and other projects incorporating a variety of technologies. Students should be interested in learning to use video and editing equipment along with other multimedia tools. Class activities will include gathering information; planning broadcasts; interviewing guests; writing scripts; planning layouts; videotaping; editing tapes and meeting deadlines. Digital Media will then move to a more in-depth use and understanding of post-production skills in typography graphics, special effects and depth of sound to take student media projects to a more professional standard.

Counseling Notes: *A membership fee for TSA is required (\$17.00).*

Audio and Video Production I A / Audio and Video Production I B

10th, 11th, and 12th Grade - 1.0 Credit

Prerequisite: Introduction to Multimedia & Digital Media

Students in this course focus on expanding their learning of the ADOBE Creative Cloud Suite and focus on executing broadcast level products in a variety of areas from interviewing, live events, narrative films to documentaries. Students are encouraged to create products to be entered in local and regional film festivals as well as considering taking the Adobe Premiere Certification Test. Students will learn the process to produce school broadcast video announcements and other projects incorporating a variety of technologies. Students will go into greater depth on learning how to maximize video and editing equipment along with other multimedia tools. Class activities will include gathering information; planning broadcasts; interviewing guests; writing scripts; planning layouts; video recording; non-linear editing and meeting deadlines.

Counseling Notes: *A membership fee for TSA is required (\$17.00).*

Broadcast Production A (Semester 1) & Broadcast Production B (Semester 2)

10th, 11th and 12th Grade - 1.0 Credit

Prerequisite: Audio and Visual Production I A and Audio and Visual Production I B

This course continues to build upon the skills developed in Media Productions and is a career readiness pathway for students interested in pursuing a career in multimedia. This two semester, year-long course, will focus on the workplace expectations for pre-production, production and post-production skills that are expected of students heading directly into the industry or are interested in a multimedia career field. Experiences will include developing creative, informative productions for in-school broadcasts, productions submitted to film festivals and creation of a student demo reel to market their skills. Students will be taking different roles in developing episodes of Mustang TV to learn all elements of the broadcast production "tree".

Counseling Notes: *A membership fee for TSA is required (\$17.00).*

ACE CAREER DEVELOPMENT- CAREER PLANNING State Name: ACE CTE CD-I – CAREER DEVELOPMENT I- CAREER PLANNING

11th and 12th Grade - .5 Credit

As developmentally appropriate, this course (or series of classes) is designed for students to create an individual, initial career plan that outlines steps to reach their career goal. Students will identify a career goal based on the results of various assessments, i.e., interest survey, aptitude evaluation, academic skills, learning styles, work preferences, etc. Students will also investigate the training and educational requirements (academic planning & postsecondary options) for their chosen career field. Students should be able to articulate short-term action necessary to achieve the goal(s) in their career plan, including intentional academic planning, high school choices based on self-awareness, career exploration, and postsecondary aspirations. Computer literacy and leadership skills tied to a CTSO should be embedded in the curriculum whenever possible.

Counselor Notes: The class requires counselor approval. This course is eligible for [Work-Based Learning](#) credits. See [Work-Based Learning](#) for detailed information about earning credits for working.



Alternative Cooperative Education

ACE CAREER DEVELOPMENT-JOB SEEKING State Name: ACE CTE CD-II – CAREER DEVELOPMENT II JOB SEEKING

11th and 12th Grade - .5 Credit

See [Work-Based Learning](#) for detailed information about earning credits for working.

As developmentally appropriate, this course (or series of classes) is designed to teach skills needed for entry into the workforce. Students will demonstrate successful job search strategies. Students will demonstrate employability skills and the ability to complete job applications accurately, write a resume, and ask for letters of recommendation. Students will examine model interviews and then participate in their interview simulations. Students will be able to advocate for accommodations or adaptations necessary to be successful on the job. Students will be knowledgeable of the environmental expectations of the workplace.

Additionally, students will be introduced to personal financial literacy skills, including financial planning, budgeting, saving, credit, paycheck calculation, and taxes. Students practice appropriate communication, teamwork, and problem-solving while working in a group environment. Computer literacy skills and leadership skills tied to a CTSO should be embedded in the curriculum whenever possible.

Counselor Notes: The class requires counselor approval. This course is eligible for [Work-Based Learning](#) credits. See [Work-Based Learning](#) for detailed information about earning credits for working.

Work-Based Learning *(formerly known as HIRE Education credit)*

Work-based learning encompasses a variety of strategies to offer student learners experiential opportunities to explore potential careers. Each of these strategies relies on developing industry relationships and learning opportunities outside of the classroom:

- “Learning ABOUT Work” strategies focus on exposing learners to a variety of industries

- “Learning THROUGH Work” engages learners in partnerships with industry representatives for hands-on learning
- "Learning AT Work" prepares learners for specific career pathways
- The student must be enrolled or previously enrolled in at least one CTE (ACE, Business, Family and Consumer Sciences, or Technology course and earn credit.
- If a student is taking their first CTE course while simultaneously taking a work-based learning course, they must pass the CTE course to earn credit for work experience.
- 0.5 Credit = 125 hours worked / 1.0 Credit = 250 hours worked
 - Credit for work experience can be earned during three time periods:
 - Fall semester (August - December)
 - Spring semester (January - May)
 - Summer semester (June and July)
 - Summer credit for work experience documentation must be submitted to the work-based learning supervisor by September 1 to earn up to 1 credit.
 - A maximum of 4.0 credits can be earned throughout a high school career.
 - A maximum of 2.0 credits can be earned in a given school year (Aug.-May).
 - A maximum of 1.0 credits can be earned during the summer semester.
 - A student can earn up to 1 credit per semester.
 - Any exceptions must have Executive Director approval.
- The student must work the required number of hours in the semester in which they are awarded credit.
- The [Adams 12 Work-based Learning Agreement \(fillable\)](#) must be completed by all parties (student, employer, parent, and supervising teacher)

This is found on the Adams 12 Staff website under [Departments→FutureForward \(CTE\)](#).