

## Business Marketing CTE Program

### Accounting

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| Course Code:  | 1 Credit         |
| Prerequisite: None  | Course Fee: None |
| <p><b>EVERY student planning to major in business will have to take a college accounting class – do not miss your opportunity to build a strong accounting foundation at AHS!!</b> This course is excellent for any student interested in majoring in business or interested in running their own business (this also includes you if you plan to be a doctor or lawyer and have your own practice!!) Accounting is a one-credit course designed to help students understand the basic principles of the accounting cycle. This course provides a comprehensive introduction to basic financial accounting, including analyzing and recording business transactions, preparing and interpreting financial statements, demonstrating generally accepted accounting principles, and performing banking and payroll activities. <i>*Accounting is a great class to take if you are considering IB Business Management.</i></p> |                  |

### Entrepreneurship

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|---|------------------|
| Course Code:  | 1 Credit         |
| Prerequisite: None  | Course Fee: None |
| <p><b>WANT TO RUN A BUSINESS?</b> Entrepreneurship is a one-credit course designed to provide students with skills needed to effectively organize, develop, create, and manage a business. This course <i>is fun</i> and <i>actively</i> explores business management and entrepreneurship, communication and interpersonal skills, economics, and professional development foundations. You will complete real and simulated business experiences and competitions such as, pitching a product idea (<i>think Shark Tank!!!</i>), developing a business plan, utilizing computer and technology applications, and creating a marketing strategy.</p> |                  |

### Personal Finance

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| Course Code:   | 1 Credit         |
| Prerequisite: None   | Course Fee: None |
| <p>Who should take this class? <b>EVERYONE!</b> <i>No matter what your career goals, you CAN be a millionaire one day.</i> Take Personal Finance to learn how the decisions you make (even today) will impact your financial independence! Personal Finance, a one-credit course, provides opportunities for students to explore and develop money management skills. Topics include consumer behavior and decision making, consumer protection, paying for post-secondary education, banking services and investing options, the use of credit, estate planning, insurance, and income taxes.</p> |                  |

### Social Media Marketing (Digital Marketing)

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| Course Code:   | 1 Credit         |
| Prerequisite: None   | Course Fee: None |
| <p><b>Do you spend countless hours on social media?</b> Well, guess what? Over 90% of companies use social media as a marketing strategy! Make the time you spend on social media count by</p> |                  |

taking this one-credit course. This course focuses on applying tools, strategies, and processes to communicate digitally with targeted customers. Emphasis is placed on creating, implementing, and critiquing online advertising, email marketing, websites, social media, and mobile marketing.

## Sports and Entertainment Marketing

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|--------------------|------------------|
| Course Code:       | 1 Credit         |
| Prerequisite: None | Course Fee: None |

**EVENT PLANNING of all kinds!!** *The sports, entertainment, and non-profit industries continue to grow!* Learn how to plan and market all aspects of business and social events! This one-credit course will address **sports marketing** (the sporting event itself, its athletes, sports facilities or locations, sporting goods, personal training, and sports information), **entertainment marketing** (events such as fairs, concerts, trade shows, festivals, plays, product launches, and fundraising/events for a cause), and **event planning** (meeting the needs of clients, establishing a budget, determining the theme, determining the location, developing an event plan schedule, training of staff and staging the event).