



Business & Marketing

PATHWAY: Marketing

Are you interested in advertising, promotion or public relations? Do you like marketing research?
 Would you like to learn more about sales, management and communication?

COURSES IN YELLOW are pathway concentrator courses and must be finished with a **C- average or above** to meet Indiana's 3rd requirement to graduate.
COMPLETE ALL COURSES below with a B- or above to graduate with **Academy recognition**.

COURSE NAME	GRADES AVAILABLE	LENGTH	DUAL (COLLEGE) CREDITS POSSIBLE
Introduction to Business	9, 10, 11	1 Semester	
PRINCIPLES OF MARKETING (REQUIRED CONCENTRATOR COURSE)	10, 11, 12	YEAR	3
ADVANCED STRATEGIC MARKETING – SOCIAL MEDIA, SPORTS, AND HOSPITALITY <i>Must earn a C- or higher in Principles of Marketing</i> <i>Must have earned dual credit in Principles of Marketing to get dual credit in this course</i> (REQUIRED CONCENTRATOR COURSE)	11, 12	YEAR	3
Principles of Business Management	11, 12	Year	3

Must earn a specified certification or dual credit to graduate with Academy recognition. Apply your senior year.

Check out the list below for more courses related to this pathway - see the Course of Study Guide for details.

- Business Law and Ethics
- **Business Professionals of America Club (BPA)**
- Computer Illustration and Graphics
- Digital Applications and Responsibility A
- Digital Applications and Responsibility B
- Introduction to Accounting

- Personal Financial Responsibility
- Psychology
- Sociology
- Technology Sandbox
- Web Design
- Work-Based Learning Capstone

Possible Careers Requiring 0-4 Years of Additional Training or Education	
<ul style="list-style-type: none"> • Advertising Sales Agent • Event Planner • Human Resource Specialist • Insurance Agent 	<ul style="list-style-type: none"> • Media Coordinator • Research Interviewer • Social Media Manager

Possible Careers Requiring 4+ Years of Additional Training or Education	
<ul style="list-style-type: none"> • Advertising Manager • Art Director • Graphic Designer • Marketing Analyst • Media Director 	<ul style="list-style-type: none"> • Product Development Manager • Promotion Manager • Public Relations Specialist • Sales Manager • Marketing Manager

Local Industry Partners			
BeLove Brooch Boutique Didge Elliott's Custom Trailers and Carts	Glam Grace College's MOCC Ivy Tech Community College Kosciusko Chamber of Commerce	Lilly Center for Lakes & Streams Owl Manor Medical Pro Wake Watersports Silveus Insurance Group	Warsaw Community Schools Marketing Tecomet - Marketing Toyota of Warsaw Zimmer-Biomet Marketing

THREE GRADUATION REQUIREMENTS	
THREE REQUIREMENTS	OPTIONS (Pick <u>at least one</u> in <u>EACH</u> box)
<p>1 HIGH SCHOOL DIPLOMA</p> <p>Must complete <u>at least one</u> item Check all that apply</p>	<input type="checkbox"/> Core 40 <input type="checkbox"/> Core 40 with Academic Honors <input type="checkbox"/> Core 40 with Technical Honors
<p>2 EMPLOYABILITY SKILLS</p> <p>Must complete <u>at least one</u> item Check all that apply</p>	<input type="checkbox"/> Project-Based Learning Experience <input type="checkbox"/> Service-Based Learning Experience <input type="checkbox"/> Work-Based Learning Experience
<p>3 POSTSECONDARY-READY COMPETENCIES</p> <p>Must complete <u>at least one</u> item Check all that apply</p>	<input type="checkbox"/> Complete: Concentrator courses and their prerequisite courses (in YELLOW) from a pathway Maintain a C- average minimum in the CONCENTRATOR COURSES for that pathway Chosen pathway: _____ <input type="checkbox"/> Core 40 with Technical Honors diploma <input type="checkbox"/> Core 40 with Academic Honors diploma <input type="checkbox"/> AP/Dual Credit: Must earn a C- <u>average</u> or higher in at least three courses <input type="checkbox"/> ACT with college-ready benchmarks <input type="checkbox"/> SAT with college-ready benchmarks <input type="checkbox"/> ASVAB with minimum AFQT score to qualify for placement into one of the branches of the US military <input type="checkbox"/> State- and Industry-recognized credential or certification <input type="checkbox"/> State-, Federal-, or Industry-recognized apprenticeship

_____ 's Four-Year Plan

GRAD	English	Math	Science	Social Studies	Physical Education/ Health or 3 FACS	Elective Courses	Pathway and Academy Courses	Summer School Credits
		Fill blanks with electives	Fill blanks with electives	Fill blanks with electives	Fill blanks with electives		Fill blanks with electives	
7/8	Any middle school credits							
9	English 9	Algebra I	Biology I	World History Civ. A or B (9-10th grade)	Preparing for College & Careers			Session A before 9 th grade
	(continued)	(continued)	(continued)	World History Civ. A or B (9-10th grade)	PE credit			Session B before 9 th grade
10	English 10	Geometry	Chemistry I, or ICP, or Physics I		PE credit or waiver			Session A before 10 th grade
	(continued)	(continued)	(continued)		Health or 2 other qualifying FACS credits			Session B before 10 th grade
11	English 11	Algebra II	Qualifying Core 40 science of your choice	U.S. History				Session A before 11 th grade
	(continued)	(continued)	(continued)	(continued)				Session B before 11 th grade
12	English 12	Quantitative reasoning or math recommended		Government				Session A before 12 th grade
	(continued)			Economics (fulfills requirement for quantitative reasoning)				Session B before 12 th grade