

BUSINESS EDUCATION



to YOUR future

These courses are beneficial to both students looking to study, or planning on enrolling in, a business program in college OR planning for a career immediately following high school.

COLLEGE & CAREER PREPARATION

Do you know and understand the requirements for college entrance? How about the workforce? Are you prepared for life after graduation?

In this full year elective course you will learn how to select a major/career path, research postsecondary options, complete the steps of the college admissions and employment application process, and much, much more!

Course Content:

- Self-Assessments
- Resume and Letters
- Portfolios
- College/Career Research & Planning
- SAT/ACT Prep
- Visits and Interviews
- Applications
- Financial Aid & Scholarships
- Financial Literacy
- Life after Graduation

SPORTS & ENTERTAINMENT MARKETING*

What is one of the biggest tools contributing to the success of the United States economy?
MARKETING!

Marketing education introduces students to the processes and functions involved in providing products and services that meet consumers' wants and needs.

In this $\frac{1}{2}$ year elective course you will learn the basic principles of marketing through its connection to two of the largest industries in the US economy: Sports & Entertainment.

Course Content:

- Foundations of Marketing
- Consumers Behaviors
- The Marketing Mix
- Sports Marketing & Products (Olympic, amateur & professional)
- Entertainment Marketing & Products (radio, movies, TV, & video games)
- Career Exploration

ADVERTISING*

*"Many a small thing has been made large by the right kind of advertising."
-Mark Twain*

This $\frac{1}{2}$ year elective course explores the social, ethical, and legal issues of advertising, historical influences, strategies, and media decision processes as well as integrated marketing communications. You will gain knowledge of techniques used in current advertising, including print, broadcast, and digital.

Course Content:

- What is Advertising?
- Consumer Behaviors
- Product & Price Planning
- Distribution & Promotion
- Effective Advertising & Promotion
- Advertising Media
- Legal & Ethical Issues
- Career Exploration

*Projects will primarily focus on Homer High School extra-curricular activities, organizations, and our local community.