

Business Career Path

Sports & Entertainment Marketing (05720) – 1 Semester

This class will emphasize marketing principles through exposure to professional sports teams, entertainment businesses, and high tech companies. Students will have the opportunity to hear speakers representing the professional sports, entertainment and technology industries and will take field trips to observe different careers in marketing. Topics will include promotion, pricing, product development, distribution, and marketing research topics.

Introduction to Business (05601) – 1 Year

This class is for students who want to complete the Consumer Education graduation requirement and want to go down the Business Career path. Students will learn the fundamentals of personal finance and consumer responsibility to go along with the basics of business ownership, management, marketing, sales, finance, and many other topics. Next course in Business Career path should be Entrepreneurship or College Accounting.

NON-Business Career Path

Personal Finance (05670) – 1 Semester

This class is for the student who just wants to complete their Consumer Education graduation requirement and does not want to go down the Business Career path. Students will learn what it takes to be a responsible consumer who will be able to contribute to society and help create a successful economy. A few topics covered are banking, credit, financial responsibility, E-commerce, car-buying, real estate, taxes, insurance, investing, identity theft, and current events.

