

Business Management & Finance Cluster



Business Marketing Program

PROGRAM OF STUDY OVERVIEW:

Students begin the Marketing Program with two foundation courses, which are taken at the home schools: Principles of Business Management and Entrepreneurship and Principles of Accounting and Finance. The Marketing pathway provides students with knowledge of the consumer's role, research in global marketing, marketing plan development, and the importance of ethics and social responsibility.



Entrance Grades	Principles of Business Management & Entrepreneurship <i>(taken at home school)</i> 1 Credit	Principles of Accounting & Finance <i>(taken at home school)</i> 1 Credit	Introduction to Marketing 1 Credit	Advanced Marketing 1 Credit COMPLETER	Work Study (optional)
9th Grade Entrance <i>(By 8th Grade Application)</i>	Fall Freshman	Spring Freshman	Fall Sophomore	Spring Sophomore	Spring Junior or Senior
10th Grade Entrance	Fall Sophomore	Spring Sophomore	Fall Junior	Spring Junior	Senior
11th Grade Entrance	Fall Junior	Spring Junior	Fall Senior	Spring Senior	Senior PM

IN THIS PROGRAM

Students will apply their understanding of consumer buying behavior and relationships; the tools and techniques used by organizations that identify the factors that influence marketing strategy decisions; market segmentation and target marketing; and other considerations in order to create a written professional marketing plan. The Marketing Program recommends that students take advantage of work study, mentorship, internship, and job shadowing opportunities. Students will also benefit from involvement in the national professional organization Future Business Leaders of America (FBLA).

COURSE SEQUENCE

- Principles of Business Management & Entrepreneurship (A)
- Principles of Accounting & Finance (A)
- Introduction to Marketing
- Advanced Marketing

(A) articulates college credit

For course descriptions, please see the WCPS Course Catalog @ <https://www.worcesterk12.com/>

STUDENT ORGANIZATIONS



EARLY COLLEGE CREDIT PARTNERS



USA Today declares Business as most popular college major. Almost all colleges offer degrees in Business.