

School of Business, Technology, Marketing, & Finance

Introduction to Career Cluster

The School of Business, Technology, Marketing, and Finance provides students with marketable skills that will allow them a choice of entering the work force or continuing their education at the post-secondary level. This academy exposes students to careers surrounding advertising, plan distribution, coordinating manufacturing, importing, and exporting. In addition, this academy offers careers in finance – free trade and globalization.

Management Pathway:

General Management focuses on careers that plan, organize, direct, and evaluate all or part of a business organization through the allocation and use of financial, human, and material resources.

Business, Financial, Management, and Accounting Pathway:

Business Information Management is an umbrella term covering those careers that provide a bridge between business processes/initiatives and IT. Employees in this area help to align business and IT goals.

Marketing Pathway:

People with careers in marketing management formulate policies and direct the operations of businesses and corporations, nonprofit institutions and other organizations. In small firms, the owner or chief executive officer may assume all advertising, promotions, marketing, sales and public relations responsibilities. In large firms, which may offer numerous products and services nationally or even worldwide, an executive vice president directs overall advertising, promotions, marketing, sales and public relations policies.

Possible Occupations

Marketing and Sales
Public Relations
Accounting

Web-site Design
Economics
Investment Planning

Possible Courses

Business, Technology, & Marketing Careers
Intro to Word
Advanced Word
Intro to Marketing
Power Point
International Business
Business Law

Personal Finance
Introduction to Business
Excel
Marketing I
Accounting I & II
Marketing II/Job Training

Possible Partnerships

- Higher Education
- Local Community Based Businesses
- Tri-State Area Businesses

Student Internships