

MAKE THE LEAP



Literacy & Entrepreneurship Advancement Program

What is LEAP?

The Literacy & Entrepreneurship Advancement Program provides students with an enriching learning experience that allows them to earn Language Arts course credit while completing the Marketing Management Pathway requirements. Students will learn to develop the entrepreneurial mindset and use critical thinking skills to identify opportunities, overcome challenges, learn from decisions, and take action for continuous improvement.

Fostering high levels of collaboration between language arts and CTE teachers, LEAP improves reading and writing skills through real-world applications. As Marketing Management Pathway completers, students will be able to articulate ideas effectively to become productive members of a changing economic environment.



Why Should You Make the LEAP?

LEAP students work and learn collaboratively in an engaging classroom environment that fosters creativity and innovation. If you have an interest in entrepreneurship and marketing and want to earn 3 course credits in 2 blocks, then LEAP is for you.

Course Progression



*One Block Yearlong Combo Course

For more information, please contact Nicole Lassiter or Stephanie Stone at Nicole.Lassiter@gcpsk12.org / Stephanie.Stone@gcpsk12.org

Peachtree Ridge High School

Career & Technical Education Department Pathways (CTE)

It is strongly recommended that all students complete at least one CTE pathway.

CLUSTER	Pathway	Course 1	Course 2	Course 3
Business Management, and Administration	Entrepreneurship	Introduction to Business & Technology	Legal Environment of Business	Entrepreneurship
	Business Accounting		Financial Literacy	Accounting I
Finance	Advanced Accounting		Accounting I	Accounting II
			Business & Technology (Application Required)	Business Communication (Application Required)
Marketing	LEAP Language Arts / Marketing Management	Marketing Principles/ 9 th LA / Oral Communications	Marketing & Entrepreneurship / Marketing Management / 10 th LA	
	Marketing Communications	Marketing Principles	Professional Selling & Promotion (Application Required)	Marketing Communications (Application Required)
	Sports & Entertainment Marketing	Marketing Principles	Introduction to Sports & Entertainment Marketing	Advanced Sports & Entertainment Marketing
Education Training	Teaching as a Profession (11 th – 12 th)	Examining the Teaching Profession	Contemporary Issues in Education	Teaching as a Profession Internship
Information Technology	Game Design	ADVANCED COMBO: Introduction to Software Technology / AP CSP (SC)		Game Design (SC)
	Computer Science	Introduction to Software Technology	AP Computer Science Principles (SC)	AP Computer Science (SC)
	Web Development			Web Development (SC)
STEM	SPIRE Engineering & Technology*	SPIRE Foundations of Engineering Technology*	SPIRE Engineering Concepts*	SPIRE Engineering Applications*
Distribution & Logistics	Distribution & Logistics	Logistics Fundamentals	Logistics Operations	Materials Management
Health Science	Exercise Physiology	Introduction to Healthcare Science	Essentials of Healthcare (SC)	Exercise Physiology
AV Tech Communication	Audio-Video Technology & Film	Audio-Video Tech & Film I	Audio-Video Tech & Film II	Audio-Video Tech & Film III (RVN)
	Graphic Design	Intro to Graphics & Design	Graphic Design & Production	Advanced Graphic Design (Application Required)
Manufacturing	Mechatronics (10 th – 12 th)	Intro to Mechatronics	AC Theory, Electric Motors, & Hydraulic Systems	Semiconductors, Mech Systems, and Pump & Piping Sys
Government and Public Administration	JROTC-Navy	Naval Science I-VIII		

**CTE pathways are subject to change due to State revisions (SC) - Denotes courses fulfill the 4th year science credit

Work-Based Learning – Apply your skills while working & earn course credit.

***STEM Combination Classes (SPIRE) –**

- AP Physics/Engineering Concepts/Engineering Applications: 2 semesters, 4 credits
- STEM Chemistry/Foundations of Engineering: 1 semester, 2 credits
- AP Statistics/AP Computer Science Principles: 2 semesters, 2 credits

Career & Technology Education Course Descriptions

Audio/Video Technology
Explore behind the scenes at a broadcast studio to learn how to create scripts, set up lighting and sound, and operate digital cameras and teleprompters. The primary guideline for this course is excelling with methods and techniques in working as a team to produce effective communication to the masses.
Introduction to Business and Technology
This course concentrates on the Microsoft Office suite of applications, including Microsoft Word, Excel, PowerPoint, Publisher, and Access. Students also learn how to put this software to use and time management skills. The class is a prerequisite for all business and computer classes and provides an overview of the functions of management qualifications for becoming a business manager. Topics include management's role, planning skills, problem-solving, management information systems, business ethics and organization structure, policies, and procedures for American and International business. Students will investigate effective manager skills such as communication, quality control, leadership styles, report writing, and human relations.
Introduction to Software Technology
Students will understand, communicate, and adapt to a digital world as it impacts their personal life, society, and the business world. Exposure to foundational knowledge in programming languages, software development, app creation, and user interfacing applications are all taught in a computer lab with hands-on activities and project-focused tasks.
ADVANCED COMBO Introduction to Software Technology / AP Computer Science Principles
*COMBO course of Introduction to Software Technology and AP CSP is offered; students will earn 2 credits in 1 semester; this is a fast-paced curriculum, and it is strongly recommended that students have experience in coding and have earned credit in Algebra.
Introduction to Healthcare Science
Introduction to Healthcare Science is the foundation course for all Health Science pathways and is a prerequisite for all other HealthCare Science pathway courses. This course will enable students to receive initial exposure to the many Healthcare Science careers and employability, communication, and technology skills necessary in the healthcare industry. The concepts of human growth and development, interaction with patients and family members, health, wellness, and preventative care are evaluated, as well as the legal and ethical responsibilities of today's healthcare provider.
Marketing Principles
This is the foundational course for all pathways in Marketing Education; it addresses how marketing satisfies consumer and business needs and wants for products and services. An understanding of the functions of marketing and how these functional areas affect business will be understood from this course. Learn basic marketing concepts and the role of marketing in our economy. Students also develop skills in applying economic concepts to marketing, distribution and logistics, marketing information management, finance in marketing, product/service planning, pricing mixes, promotional strategies, and personal selling.
Introduction to Graphic Design
Students in this program will learn the basic concepts and tools for Graphic Design.
Logistics Fundamentals
Topics include movement, storage and control, protection of products through manufacturing, distribution, consumption, and disposal.
Introduction to Mechatronics

Students will be introduced to direct current concepts and applications, pneumatic system fundamentals, and programmable logic controllers (PLCs).