

ACADEMY: BUSINESS & ENTREPRENEURSHIP			CAREER CLUSTER:			PATHWAY: MARKETING MANAGEMENT		
CURRICULUM CREDITS								
		LANGUAGE ARTS (LA) 4 credits	MATH (MA) 4 credits	SCIENCE (SC) 4 credits	SOCIAL STUDIES (SS) 3 credits	HEALTH & PHYSICAL EDUCATION 1 credit	PATHWAY ELECTIVES 3 credits	OTHER ELECTIVES 4 credits
		1 credit 9 th grade Lit. 1 credit 10 th Lit. 1 credit 11 th grade Lit. 1 credit 12 th Lit	1 credit Algebra 1 1 credit Geometry 1 credit Algebra II 1 credit 12 th grade math	1 credit Biology 1 credit Chemistry 1 credit Physics 1 credit science elective	1 credit World History 1 credit US History .5 credit Economics .5 credit Political Systems	.5 credit personal fitness and .5 Health OR 3 credits JROTC	3 courses in the same pathway	Other elective courses (any combination) (2 credits of the same modern or classical language are required for university admission in the state of Georgia)
HIGH SCHOOL	9 th	9 th grade Literature & Composition (EOC)	Algebra I (EOC)	Biology (EOC)	Geography	Personal Fitness & Health	Marketing Principles	Foreign Language 1
	10 th	10 th Grade Literature & Composition	Geometry (EOC)	Chemistry	World History		Marketing & Entrepreneurship	Foreign Language 2
	11 th	11 th grade Lit. & Composition	Algebra II	Physics	US History		Marketing Management	Maxwell Grayson Tech
	12 th	12 th grade British Lit.		Science Elective	Econ/Political Systems			Work-Based Learning Dual Enrollment
CTSOs and/or additional learning opportunities:								
OTHER	CTE DUAL ENROLLMENT AND WORK-BASED LEARNING OPPORTUNITIES							
	MAXWELL: GRAPHIC DESIGN GRAYSON TECH: DIGITAL MEDIA, ENTREPRENEURSHIP			WORK-BASED LEARNING /INTERNSHIPS Work Based Learning available to Juniors & Seniors Work Based Learning available within Discovery in Entrepreneurship Center			DUAL ENROLLMENT Georgia Gwinnett College (Marketing) Gwinnett Technical College (Marketing Management, Business Management)	
POST SECONDARY	Secondary career and technical education programs may lead to industry recognized certificates, occupational opportunities or postsecondary education programs. Based on the Career Cluster of interest and identified career and technical education program, the following postsecondary options are available.							
	TECHNICAL CENTER PROGRAM(S) GWINNETT TECHNICAL COLLEGE (MARKETING MANAGEMENT, BUSINESS MANAGEMENT), CHATTAHOOCHEE TECHNICAL COLLEGE CERTIFICATIONS: MARKETING SPECIALIST, SMALL BUSINESS MARKETING MANAGER, SOCIAL MEDIA MARKETING			COMMUNITY COLLEGE (2 Year Associate Degree) GEORGIA GWINNETT COLLEGE GEORGIA PERIMETER COLLEGE			UNIVERSITY PROGRAMS (4 Year Bachelor Degree) Kennesaw State University University of Georgia Georgia State University Emory University Georgia Institute of Technology University of West Georgia	
CAREER	SAMPLE CAREER SPECIALTIES							
	Marketing Manager			Advertising & Promotions			Market Research Analyst	

PATHWAY COURSE DESCRIPTIONS

COURSE TITLE	COURSE DESCRIPTION
Marketing Principles	Marketing Principles covers the basic of the pathway and gives students a foundation. Students will learn about promotional activities, basic business financial knowledge. Students will begin to understand the customer and their behaviors. They will also learn how different products are developed and strategies to price products that can both appeal to customers and make a profit. Marketing Principles provides an introductory look at becoming a Marketing Director, or even a Sales Consultant.
Marketing & Entrepreneurship	Marketing and Entrepreneurship starts to get into the details and in-depth knowledge of marketing and managing a small business. Students will learn how to recognize business opportunities, understand the basic concepts of business ownership, prepare a marketing and financial plan, and learn strategies and create a plan to raise funding for their business plan. This course allows students to learn strategies to create and start up a successful small business.
Marketing Management	Marketing Management covers business ethics, pricing strategies, and market research skills. Students will develop their selling skills as they work in the school-based enterprise each day during their class time and gain hands-on experience. Additionally, they will collaborate with the teacher to identify the factors affecting product/service planning. Marketing Management provides an advanced look at becoming a store merchandiser, or an owner of a retail store. Upon completion of all three courses in the Marketing and Management pathway, students will have the opportunity to take an End of Pathway Assessment.

Students in this pathway may also wish to consider:

ADDITIONAL PATHWAYS/ELECTIVE COURSES	RATIONAL
Business Technology	An additional pathway in business technology gives students the opportunity to combine knowledge learned in marketing with skills like planning, organizing, directing, evaluating, as well as owning and operating their own business.
Work Based Learning/Internships	Additional credits in work based learning gives students a chance to apply knowledge and skills learned in the classroom to real world situations through a job or an internship. Students can also work on their own small business concepts within the entrepreneurship center at Discovery.
Entrepreneurship	Additional credits in the entrepreneurship pathway program gives students a chance to apply knowledge and skills learned in the classroom to create their own business plans and small business concepts.
Graphic Design	Additional credits in graphic design gives students opportunity to tap into their creativity and learn how to use design and aesthetics which can be used to push marketing a product forward.