High School Course Guide

88612 Advertising and Sales Promotion (R) 0.5 credit  Gr: 10-12

Prerequisite: None

Description: Everybody recognizes the NIKE "Swoosh" and McDonald’s "golden arches." In Advertising, students will take a walk through the "ad biz" and learn to create advertisements with style. Students learn to appreciate the skills needed to secure market information, develop budgets, price advertising services, and evaluate promotional campaigns.

88610 Business Computer Information Management I (R) 2 Semester(s)  Gr: 9-12

Prerequisite: Touch Systems Data Entry - Keyboarding

Description: Students will gain the necessary skills to make a successful transition to the workforce and/or college education. Students will learn various types of emerging technologies; creating word processing documents, graphics, developing spreadsheets, formulating databases, making electronic presentations, and completing internet based projects. Students are provided the opportunity to gain OPAC (Office Proficiency Assessment and Certification) or MOS (Microsoft Office Specialist) certification for a fee. This course is a prerequisite for the dual credit course, Business Computer Information Management II, through the DCCCD System.

88614 Business Computer Information Management I (DC) 1 credit  Gr: 11-12

Prerequisite: Touch Systems Data Entry – Keyboarding Recommended

Description: Students will gain the necessary skills to make a successful transition to the workforce and/or college education. Students will learn various types of emerging technologies; creating word processing documents, graphics, developing spreadsheets, formulating databases, making electronic presentations, and completing internet based projects with an emphasis on Medical Front Office skills. Students are provided the opportunity to gain OPAC (Office Proficiency Assessment and Certification) or MOS (Microsoft Office Specialist) certification for a fee. This course may be used in the sequence as part of a Medical Front Office Level I Certificate with Richland College.

88581 CCM Business, Marketing and Finance (R) 1 credit  Gr: 9-12

CCM

Prerequisite: None

Description: [College and Career Magnet course offered only at LCHS] CCM Students interested in pursuing a pathway in the LCHS School of Business. Students will gain knowledge and skills in economics, personal finance, marketing of goods and services including advertising and product pricing and the impact of global business. This course allows students to reinforce, apply, and transfer academic knowledge and skills to a variety of interesting and relevant activities using project based learning problems and settings in business, marketing, and finance.

88582 CCM Capstone Project (H) 1 credit  Gr: 12

CCM

Prerequisite: Teacher recommendation

Description: [College and Career Magnet course offered only at LCHS] This project-based research course is for the students to have the ability to work as a team to create business plans as they relate to real-world problems. Student teams will develop a business using scientific methods of investigation and conduct in-depth research. Students will research various businesses to determine what makes them a success or a failure. The teams will compile their findings for an audience that includes experts in the field. Students may also have the opportunity to interview and intern with various businesses. To attain success, students must have the opportunities to learn, reinforce, apply, and transfer their knowledge, skills, and technologies in a variety of settings.

88235 CCM Entrepreneurship (R) 1 credit  Gr: 10-12

CCM

Prerequisite: None

Description: [College and Career Magnet course offered only at LCHS] Students will gain the knowledge and skills needed to become an entrepreneur. Students will learn the principles necessary to begin and operate a business. The primary focus of the course is to help students understand the process of analyzing a business opportunity, preparing a business plan, determining feasibility of an idea using research, and developing a plan to organize and promote the business and its products and services. In addition, students understand the capital required, the return on investment desired, and the potential for profit.

NOTE: All courses may not be offered on every campus.
NOTE: All courses may not be offered on every campus.
High School Course Guide

Marketing

with an intermediate level skill in word processing, spreadsheet, and database applications. The students will be required to complete four of the MOS (Microsoft Office Specialist) certification (example: Word, Excel, PPT, Assess, Outlook, etc.) exams.

88236  GBL Entrepreneurship (R)  1 credit  Gr: 10-12

**GBL**

**Prerequisite:** None

**Description:** [SGHS, LCHS & NFHS Only] Students will gain the knowledge and skills needed to become an entrepreneur. Students will learn the principles necessary to begin and operate a business. The primary focus of the course is to help students understand the process of analyzing a business opportunity, preparing a business plan, determining feasibility of an idea using research, and developing a plan to organize and promote the business and its products and services. In addition, students understand the capital required, the return on investment desired, and the potential for profit.

88243  GBL Fashion Marketing (H)  0.5 credit  Gr: 9-12

**GBL**

**Prerequisite:** None

**Description:** [School of Global Business, Language and Leadership course is offered only at NFHS] A course designed just for the student with a creative flair and an interest in marketing and fashion. Explore the relationships between fashion, style, design and marketing. Students learn the development, promotion, advertising, retailing, fashion history, fashion style and design, textiles and fashions, and career opportunities in fashion marketing. The students will work on projects in fashion marketing looking at it from a global aspect and how global fashions will affect us today.

88271  GBL Marketing Dynamics (CP I)  3 credits  Gr: 11-12

**GBL**

**Prerequisite:** 16 years of age

**Description:** 3 credits, This course, a beginning cooperative program for juniors and seniors, combines classroom instruction with supervised on-the-job training in a marketing and distribution occupation. Instruction emphasizes essential topics relating to career choices such as advertising, selling, visual merchandising, communications, sales, promotion, and merchandising math. Analysis of international marketing strategies using market trends, costs, forecasting, pricing, sourcing, distribution factors.

88272  GBL Marketing Dynamics (CP I) (DC)  3 credits  Gr: 11-12

**GBL**

**Prerequisite:** 16 years of age

**Description:** 3 credits, This course, a beginning cooperative program for juniors and seniors, combines classroom instruction with supervised on-the-job training in a marketing and distribution occupation. Instruction emphasizes essential topics relating to career choices such as advertising, selling, visual merchandising, communications, sales, promotion, and merchandising math. Analysis of international marketing strategies using market trends, costs, forecasting, pricing, sourcing, distribution factors. Development of an international marketing plan.

88237  GBL Principles of Business, Marketing and Finance (H)  1 credit  Gr: 9-12

**GBL**

**Prerequisite:** None

**Description:** GBL Students interested in pursuing a pathway in the School of Global Business, Language and Leadership at NFHS. Students will gain knowledge and skills in economics, personal finance, marketing of goods and services including advertising and product pricing and the impact of global business. This course allows students to reinforce, apply, and transfer academic knowledge and skills to a variety of interesting and relevant activities using challenged based learning problems and settings in business, marketing, and finance.

88241  GBL Retailing and E-Tailing (H)  0.5 credit  Gr: 9-12

**GBL**

**Prerequisite:** None

**Description:** [School of Global Business, Language and Leadership course is offered only at NFHS] An exploratory course designed to explore marketing activities performed by businesses that sell goods and services to consumers. The course focuses on management and operational aspects of retail business as well as looking at retail businesses globally. This course will be project based. GBL courses may require an application and acceptance into the GBL program.

NOTE: All courses may not be offered on every campus.
88267  GBL Social Media Marketing (R)  0.5 credit  Gr: 10-12

**GBL**

**Prerequisite:** Any marketing course

**Description:** Social Media Marketing (one semester, 0.5 credit course) is designed to look at the rise of social media and how it has transformed the business arena as we once knew it. It will look at how marketers are integrating social media tools in their overall marketing strategy. It will also investigate how the marketing community measures success in the new world of social media. The students will learn about the multi-disciplinary implications and how to manage a successful social media presence for an organization. Students will also learn techniques for gaining customer and consumer buy-in to achieve their marketing goals. The students will learn how to properly select the social media platforms to engage consumers, and monitor and measure the results of these efforts. Advanced rigor and a global emphasis will be added to enhance the existing Social Media Marketing curriculum. This course will have an emphasis on global businesses and uses Challenge Based Learning.

88245  GBL Sports and Entertainment Marketing (H)  0.5 credit  Gr: 10-12

**GBL**

**Prerequisite:** None

**Description:** [School of Global Business, Language and Leadership course is offered only at NFHS] This course provides an overview of the functions of marketing as they relate to the sports and entertainment fields. The sports segment of the class will include collegiate, professional, and amateur sports. The entertainment segment will include movies, theater and music. The recreation segment will include the marketing of recreational facilities and activities. Students will be able to apply these skills in marketing and non-marketing careers.

88216  Marketing Dynamics (CP I) (R)  3 credits  Gr: 11-12

**Prerequisite:** 16 years of age

**Description:** 3 credits, This course, a beginning cooperative program for juniors and seniors, combines classroom instruction with supervised on-the-job training in a marketing and distribution occupation. Instruction emphasizes essential topics relating to career choices such as advertising, selling, visual merchandising, communications, sales, promotion, and merchandising math.

88673  Marketing Dynamics (CP I) (DC)  3 credits  Gr: 11-12

**Prerequisite:** 16 years of age

**Description:** 3 credits, This course, a beginning cooperative program for juniors and seniors, combines classroom instruction with supervised on-the-job training in a marketing and distribution occupation. Instruction emphasizes essential topics relating to career choices such as advertising, selling, visual merchandising, communications, sales, promotion, and merchandising math.

88226  Practicum in Marketing Dynamics (CP II) (R)  3 credits  Gr: 12

**Prerequisite:** Marketing Dynamics

**Description:** 3 credits, In Marketing Dynamics II, an advanced cooperative program, students pursue the development of necessary marketing and distributive competencies for full-time employment and job advancement. Students learn in a combination classroom instruction and on-the-job training environment. Instruction focuses on accelerated topics with emphasis on management techniques.

88591  Principles of Business, Marketing & Finance  0.5 credit  Gr: 9-12

**Prerequisite:** None

**Description:** In Principles of Business, Marketing and Finance, the students will gain knowledge and skills in economics, personal finance, marketing of goods and services including advertising and product pricing and the impact of global business. This course allows students to reinforce, apply, and transfer academic knowledge and skills to a variety of interesting and relevant activities, problems and settings in business, marketing and finance.

NOTE: All courses may not be offered on every campus.
NOTE: All courses may not be offered on every campus.

**Social Media Marketing (R)**
- **Code:** 88231
- **Credit:** 0.5
- **Grade:** 10-12
- **Prerequisite:** Any marketing course
- **Description:** Social Media Marketing is designed to look at the rise of social media and how it has transformed the business arena as we once knew it. It will look at how marketers are integrating social media tools in their overall marketing strategy. It will also investigate how the marketing community measures success in the new world of social media. The students will learn about the multi-disciplinary implications and how to manage a successful social media presence for an organization. Students will also learn techniques for gaining customer and consumer buy-in to achieve their marketing goals. The students will learn how to properly select the social media platforms to engage consumers, and monitor and measure the results of these efforts.

**Sports and Entertainment Marketing (R)**
- **Code:** 88229
- **Credit:** 0.5
- **Grade:** 10-12
- **Prerequisite:** None
- **Description:** This course provides an overview of the functions of marketing as they relate to the sports and entertainment fields. The sports segment of the class will include collegiate, professional, and amateur sports. The entertainment segment will include movies, theater and music. The recreation segment will include the marketing of recreational facilities and activities. Students will be able to apply these skills in marketing and non-marketing careers.