



# MARKETING, SALES, & SERVICE SECTOR

## Entrepreneurship Pathway (241)

Offered at El Modena, Orange, & Richland High School / Online through OrangeLive Virtual Learning

Vocational Education Level	Course Name	Course Number	Articulations	Voc. Ed Level Label
01	Career Focus Business	O726		Introductory
02	Entrepreneurship I	O744	CCC	Concentrator
02	Principles of Business	O824		Concentrator
02	Marketing I	O910	CCC	Concentrator
02	Internet Web Design & Development	O749E		Concentrator
02	Global Marketing	O912E	SAC	Concentrator
03	Marketing & Society (UC-G)	O912E *		Capstone
03	Professional Internship	O745		Capstone

### CAREER FOCUS: BUSINESS

O 726

Through this courses, students will explore post-secondary college and career options. Students will learn the requirements and opportunities for post-secondary education and develop a personal career/life plan while learning valuable foundation skills that will benefit them throughout their school and working life.

### ENTREPRENEURSHIP I

O 744

This course provides students with the information needed to start a business operation. Students will learn how to identify a business opportunity, understand business legal structures, small business budgeting, record keeping methods, staffing, marketing and promotion. Instruction will include an introduction to the elements of a business plan including marketing and technology.

### PRINCIPLES OF BUSINESS

O824

Principles of business is a year-long course divided into two semesters that introduces students to the basic fundamentals of business through projects, case studies, and a variety of activities. Students learn about various careers and tasks involved in the daily operation of a business. Career and business categories include the areas of accounting, business communication, business ethics, economics, entrepreneurship, finance, human resources, information technology, international business, management, and marketing.

### MARKETING I

O910

Students will understand how a new product or service concept is successfully developed and brought to market through research, brand integration and product promotion. Using real-life examples, students will explore concepts in international, direct response, and e-marketing. Additionally, they will be introduced to specialty marketing segments such as: sports, travel/tourism, and hospitality marketing.

### INTERNET WEB DESIGN & DEVELOPMENT

O749

This course is designed to provide students with classroom and laboratory experience in current and emerging networking and web design technology that will empower them to enter employment and/or further education and training in the computer networking field. The processes of designing and maintaining a Web site will be covered as the student develops personal web pages.

## **GLOBAL MARKETING**

O628E

Global Marketing provides an overview of the culture of international marketing with a global perspective on international trade. Students will learn global marketing fundamentals as they apply to North, Central and South America, Europe, Asia, Australia and New Zealand, the Middle East and Africa. Varying cultures, demographics, geography and economics will be compared.

## **MARKETING & SOCIETY**

O 912E \*

*Offered online*

This course will give students a fundamental understanding of the relationship between marketing and popular culture. Marketing techniques, the elements of persuasion, and the effect on societal behavior will be studied. Particular focus will be given to the marketing strategies employed and the positive/negative effects of those strategies. Examples of topics included are marketing to children, minorities, and green, political and charitable marketing. Complex ethical issues in marketing and marketing's contribution to stereotypes, representation of gender, materialism, and over-consumption will be studied. Students will also reflect and respond to the creation and expansion of markets via global marketing techniques, their positive and negative impacts on society, and corporate social responsibility. **Marketing and Society is UC approved as a "G" Elective. This course is only offered virtually.**

## **PROFESSIONAL INTERNSHIP**

O 745

This practicum and internship course allows the students to apply academic and career readiness skills in a workplace environment. Instruction will combine standards-based classroom instruction with extended on-site industry experience. Students will learn all aspects of Professionalism, and apply 21st Century Skills of Communication, Collaboration, Critical Thinking, Creativity and Problem Solving in a real world setting. Interested students can prepare to take the WorkKeys National Career Readiness Certificate.

## **Canyon High School Pathways**

<http://www.canyonhighschool.org/academics/CTE>

## **El Modena High School Pathways**

[http://www.elmodenahs.org/apps/pages/index.jsp?uREC\\_ID=382265&type=d&pREC\\_ID=879439](http://www.elmodenahs.org/apps/pages/index.jsp?uREC_ID=382265&type=d&pREC_ID=879439)

## **Orange High School Pathways**

<http://www.orangeusd.org/ohs/docs/pathwaysflyer.pdf>

## **Villa Park High School Pathways**

[http://www.villaparkhigh.org/apps/pages/index.jsp?uREC\\_ID=419726&type=d&pREC\\_ID=917448](http://www.villaparkhigh.org/apps/pages/index.jsp?uREC_ID=419726&type=d&pREC_ID=917448)

