

CTE PATHWAY

Marketing Principles

Intro to Business

Advanced Business Management



Supplementary Courses

Business Math

Internship

Work Experience



Fulfilled Requirements

- 10 credits
- Meets high school graduation requirement for Practical Art or Electives
 - Meets CSU / UC subject area "g" requirement



As a Part of Completing Marketing & Advanced Business Management with a "B" or Higher, YOUR Student Will Earn College Credits to Enroll in Mira Costa.

CCA BUSINESS PATHWAY



**"Students of Today,
Entrepreneurs of
Tomorrow"**

www.ccabusiness.weebly.com

INTRO TO BUSINESS MANAGEMENT



"I learned about the different roles it takes to run a business and essential presentation skills I can use in the real world." - Marq Quiambao

Explore the business world learning leadership, economics, personal finance, and soft skills. Students will engage with their peers, business professionals, and their community to actively practice the 21st Century skills of Communication, Collaboration, Creativity and Critical Thinking.

Difficulty Level:

Moderate

Estimated Homework:

0 - 30 mins

Prerequisites:

Recommended -

None

MARKETING PRINCIPLES



"Marketing Principles is a great class that teaches students the importance of effective marketing strategies." - Justin Fisher

Practice marketing principles that include advertising, promotional strategies, public relations and publicity, consumer behavior and promotional ethics. Combine problem-solving instruction, hands-on projects utilizing computer applications, speakers from the community, case studies, and simulations.

Difficulty Level:

Moderate

Estimated Homework:

0 - 30 mins

Prerequisites:

Recommended -

Intro to Business

ADVANCED BUSINESS MANAGEMENT



"Advanced Business Management introduced the concept of running my own small business which I see as very useful in the future." - Natalie Wittenberg

Students will use their developing leadership skills to run business simulations, cooperate with peers on group exercises, and study the current business environment through cases and field trips. Students will hone presentation skills through class presentations, group projects, and community interactions.

Difficulty Level:

Moderate

Estimated Homework:

0 - 30 mins

Prerequisites:

Recommended -

Intro to Business or Marketing