

Marketing Courses

Marketing Co-op (8120)*

Suggested Grade Level: 11, 12

Prerequisite: Principles of Business and Marketing

Students examine activities in marketing and business important for success in marketing employment and postsecondary education. Students will learn how products are developed, branded, and sold to businesses and consumers. Students will analyze industry trends and gain hands-on experience in the marketing of goods, services, and ideas. Topics will include professionalism in the workplace, product planning and positioning, promotion, pricing, selling, economic issues, and the impact of technology on the marketplace.

Certification: National Professional Certification in Customer Service

Advanced Marketing (8130)*

Suggested Grade Level: 12

Prerequisite: Marketing Co-op

Students build on knowledge gained in a prior Marketing course. Students participate in supervisory and management activities focusing on the marketing mix, purchasing, financing, human resources, global marketing, pricing, and emerging technologies. Students will prepare for advancement in marketing careers and postsecondary education. This course reinforces mathematics, science, English, and history/social science Standards of Learning (SOL).

Certifications

To encourage more students to work toward a selected industry credential or state license while pursuing a high school diploma, the Path to Industry Certification: High School Industry Credentialing program was developed. Students who earn a credential by passing a certification or licensure examination may earn up to two student-selected verified credits to meet graduation requirements. Most Courses offer a certification.



DECA is a co-curricular marketing student organization that is designed to support and strengthen the marketing curriculum and instructional program and reinforce academic concepts related to marketing. DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe. Some activities include: competitive events, employer and employee banquets, fashion show, socials, initiation ceremony, fundraising, community service, field trips, and homecoming activities. www.deca.org



Future Business Leaders of America (FBLA), the co-curricular student organization for Business and Information Technology, provides many opportunities for students to apply the knowledge, skills, and processes learned in a variety of courses. Some activities include: competitive events, employer and employee banquets, socials, initiation ceremony, fundraising, community service, field trips, and homecoming activities.

www.fbli.org



Churchland High School

757-686-2500



I.C. Norcom High School

757-393-5442



Woodrow Wilson High School

757-465-2907



Office of Career and

Technical Education

757-822-2711



Portsmouth Public Schools

www.pps.k12.va.us

Business and
Information Technology



Marketing



Accounting (6320)*

Suggested Grade Level: 10, 11, 12

Prerequisite: Keyboarding Applications

Students study the basic principles, concepts, and practices of the accounting cycle for a service business and a merchandising business. Topics covered include analyzing transactions, journalizing and posting entries, preparing payroll records and financial statements, and managing cash systems. Ethics and professional conduct are emphasized. Students learn fundamental accounting procedures using both manual and electronic systems.

Business Law (6132)*

Suggested Grade Level: 10, 11, 12

Students examine the foundations of the American legal system and learn the rights and responsibilities of citizens. Students gain practical knowledge and life skills by exploring economic and social concepts related to laws governing business and individuals. Focus areas include contracts, consumer protection, criminal law, tort law, international law, family/domestic law, employment law, and careers in the legal profession.

Business Management (6136) *

Suggested Grade Level: 10, 11, 12

Students study basic management concepts and leadership styles as they explore business ownership, planning, operations, marketing, finance, economics, communications, the global marketplace, and human relations. Quality concepts, project management, problem solving, and ethical decision making are an integral part of the course. Student leadership skills may be enhanced by participation in school-based or virtual enterprises, job shadowing, internships, cooperative education, and/or the Future Business Leaders of America (FBLA).

Computer Information Systems (6614)*

Suggested Grade Level: 10, 11, 12

Prerequisite: Keyboarding Applications

Students apply problem-solving skills to real-life situations through word processing, spreadsheets, databases, multimedia presentations, and integrated software activities. Students work individually and in groups to explore computer concepts, operating systems, networks, and telecommunications. **Certification: Microsoft Office Specialist**

Keyboarding Applications (6151)

Suggested Grade Level: 9, 10, 11, 12

Prerequisite: Keyboarding Applications

This course is designed for secondary school students to develop and enhance touch skills for entering alphabetic, numeric, and symbol information on a keyboard. Students compose and produce a variety of personal, educational, and professional documents.

Legal Systems Administration (6736)*

Suggested Grade Level: 11, 12

Prerequisite: Keyboarding Applications

Students explore various areas of law while preparing for employment in the legal field. Students gain knowledge and skills in legal document preparation, office communications, legal terminology, client services, records management, financial records, and business ethics. Successful completion of this course may lead to an entry-level position in a law office, court office, law enforcement agency, corporate legal department, or to postsecondary education.

Office Administration (6622)*

Suggested Grade Level: 10, 11, 12

Prerequisite: Keyboarding Applications

Students enhance word processing and communication skills as they develop competencies needed by administrative support professionals. Students study office procedures such as information processing, telecommunications, electronic record management, and financial records management.

Word Processing (6626)*

Dual Enrollment "The Firm" (Earn 4 TCC credits)

Suggested Grade Level: 11, 12

Prerequisite: Keyboarding Applications

Students develop intermediate to advanced level word processing skills using a variety of software functions, including graphics, desktop publishing, and telecommunications. Students gain competence integrating other applications such as database and spreadsheet into word processing activities. Classroom experiences also provide for skill development in communication.

***Cooperative Office Education/Marketing Co-op 1 additional credit**

The cooperative education method is available for this course. Students combine classroom instruction and supervised on-the-job training in an approved position with continuing supervision throughout the school year.

Principles of Business and Marketing (8116)

Suggested Grade Level: 9, 10

Students discover the roles of business and marketing in the free enterprise system and the global economy. Basic financial concepts of banking, insurance, credit, inheritance, taxation, and investments are investigated to provide a strong background as students prepare to make sound decisions as consumers, wage earners, and citizens. The real-world impact of technology, effective communication, and interpersonal skills is evident throughout the course. This course also supports career development skills and explores career options.

Introduction to Fashion Design & Marketing (8148)

Suggested Grade Level: 10, 11, 12

In this specialized course, students gain basic knowledge of the apparel and accessories industry and skills necessary for successful employment in apparel businesses. Students develop general marketing skills necessary for successful employment in fashion marketing, general marketing skills applicable to the apparel and accessories industry, and specialized skills unique to fashion marketing. Personal selling, sales promotion, purchasing, physical distribution, market planning, and product/service technology as well as academic skills related to the content are part of this course.

Hotel Marketing (8160)*

AC13: Available to students at all three high schools. Offered at I.C. Norcom High School

Suggested Grade Level: 11, 12

Students with an interest in hotel marketing and hospitality develop specialized skills in the areas of marketing and sales, front-office operations, guest relations, communication, accounting and purchasing, food and beverage service, housekeeping operations, security, and engineering. In addition, students obtain a thorough understanding of the hotel industry.

Certifications: National Professional Certification in Hospitality Management