

## Marketing Pathways and Programs

| School  | Pathway/Program   | Description   |
|---|---|---|
| <a href="#">Bullard High School</a>               | <a href="#">Business, Marketing, and Media Design</a>   | A Linked Learning pathway instructing in business marketing, sales and service. Students will utilize relevant technologies/software used in the industry as they engage in learning about graphic design, social media marketing and video production, while strengthening their skills to build a strong online presence for business.  |
| <a href="#">Cambridge High School</a>             | Standalone marketing courses available                  | Cambridge offers Integrated Marketing Communications, a course that provides students with the insight, skill and knowledge to prepare for a career in marketing/business, as well as Digital Media Communications and Marketing (WBL), which is a two-period yearlong course designed to have students understand the role of visual art and design, and its impact on society and culture, particularly in publication mediums, and create designs for the yearbook publication.  |
| <a href="#">CART</a>                              | <a href="#">Digital Marketing and Entrepreneurship</a>  | Students explore how companies, such as Apple, Starbucks, Roxy, and Nike develop their branding through product development, pricing strategies, promotional campaigns, and global product placement. Students enjoy hands-on learning as they develop their own product brands and promotional campaigns, including online advertising and social media, television, radio, mobile, and print advertising. Students learn industry-standard technology for conducting market research and creating advertising products. Students experience real-world learning through internships with non-profit organizations, media companies, and advertising agencies. |
| <a href="#">McLane High School</a>                | <a href="#">Finance and Entrepreneurship - Business</a> | A Linked Learning pathway preparing students for a career in the areas of banking and business by offering internships in a financial institution as well as work-based learning opportunities in investments, business management, marketing, and self-employment.   |
| <a href="#">Patiño School of Entrepreneurship</a> | Business, Entrepreneurship, and Technology              | Patiño is an entrepreneurship school that fosters real-world skills – critical thinking, problem solving, and collaboration – and as seniors, students launch their own companies. Students build real websites and design marketing campaigns for companies during internships. Every student learns the Lean Startup process: plan a business, pitch for startup capital, and start a business during their senior year.  |
| <a href="#">Phoenix Secondary Academy</a>         | Standalone marketing courses available                  | Phoenix offers a Design and Marketing course.   |
| <a href="#">Roosevelt High School</a>             | <a href="#">Business and Marketing Program</a>          | A partnership with the IRS preparing students academically and vocationally for success in college and careers in a selected field.   |