

You Can Earn a Business & Marketing Academic Concentration Award

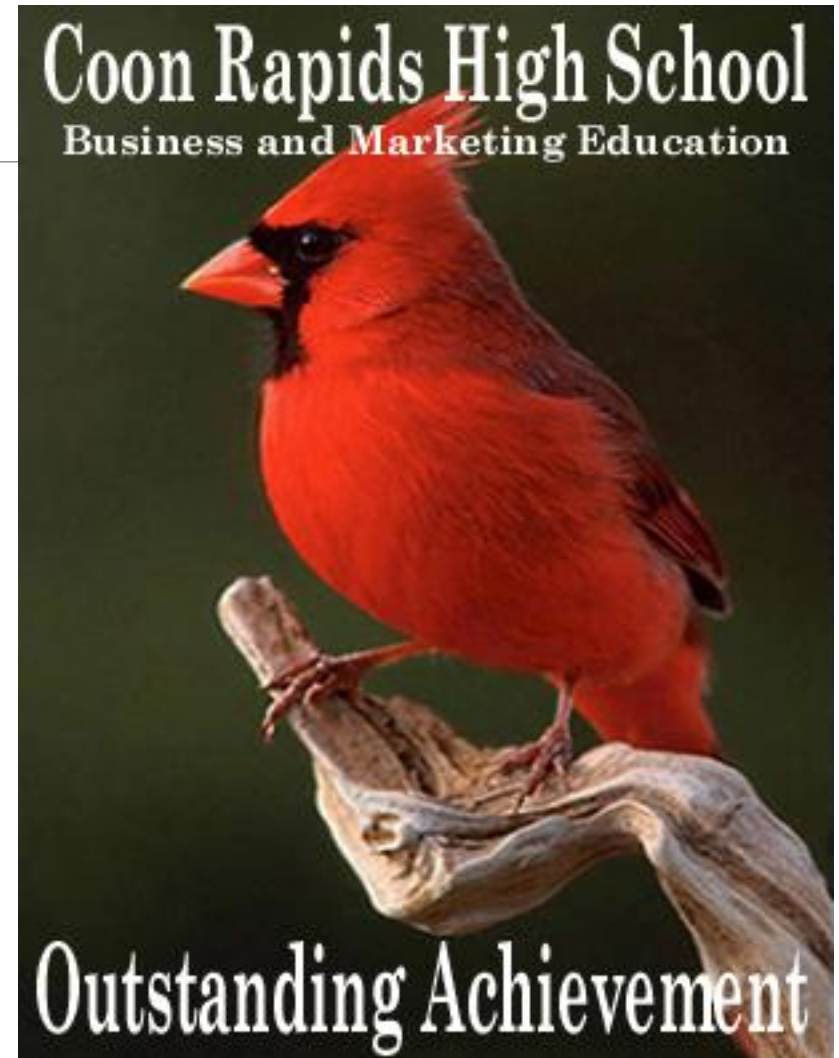


What is the Concentration Award?

Seven business and marketing courses of your choice by the end of your senior year

Must be completed with a “C” or better

Earns an academic concentration award in a particular area of study



The Award

Four Areas (handout)

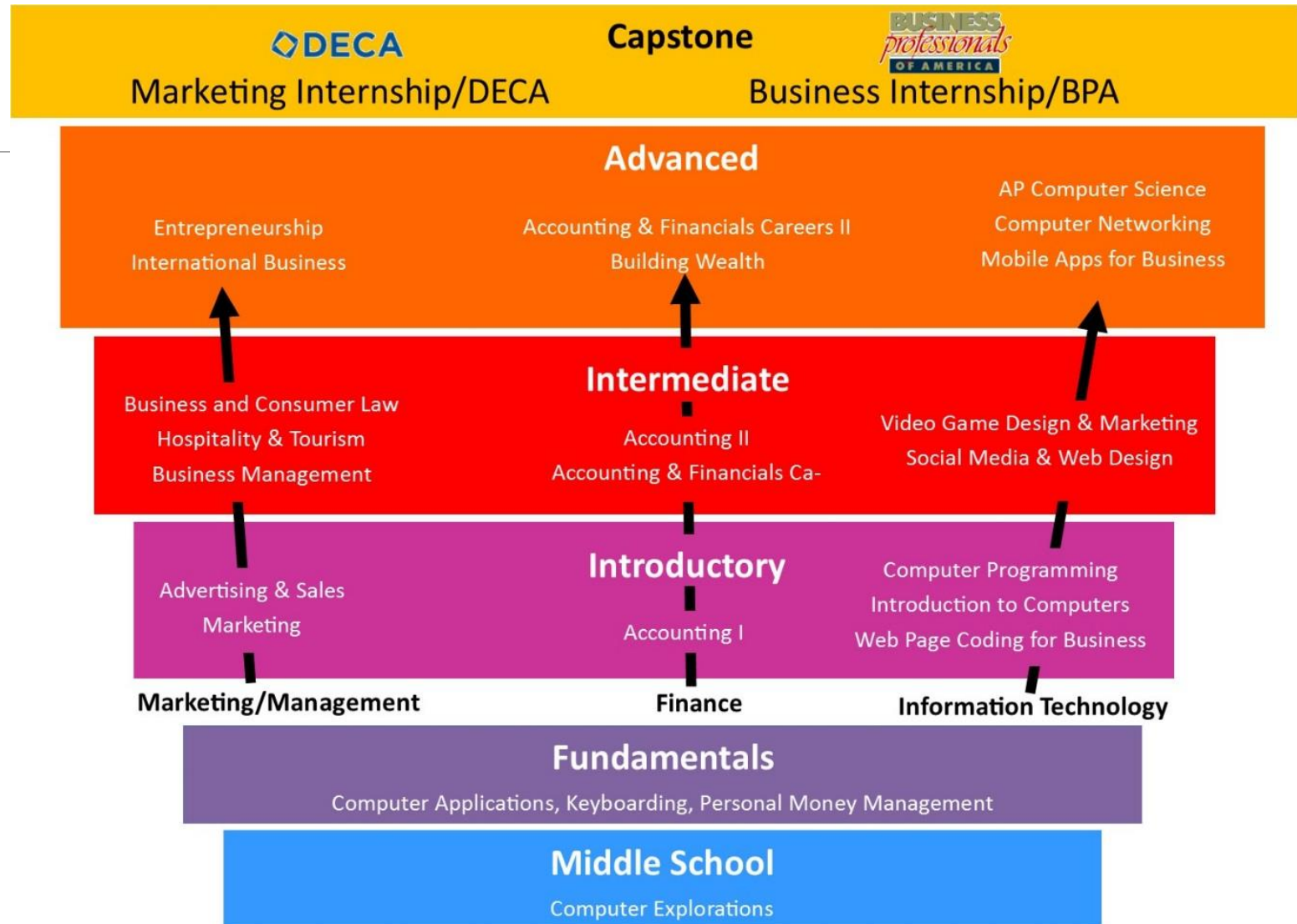
- Computer & Technology
- Business, Finance, Investing
- Management, Marketing, Law
- General Business (7 classes in a non specific area)

Benefits of the Award

- Show on your resume
- College applications
- Scholarships
- Confidence builder



Business and Marketing Pathways



Which class is your favorite?

Accounting I & II

Personal Money Management

Advertising and Sales

Business Management

Business Law

Entrepreneurship

Marketing & Management
Internship

Computer Applications

Marketing

International Business

Programming

Video Game Design

Keyboarding I & II

Social Media Marketing & Web
Design

Computer Skills for Biomed and
Engineering

How the Concentration Award can be used!

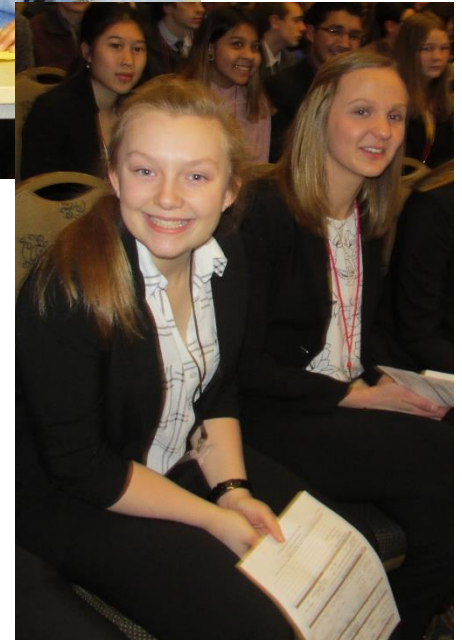
Resume Builder

- Lists of awards and recognition on resume
- Adds vital information to the application form
- Provides proof in an interview of business skills

A step ahead of others going into the workforce

Focuses toward a specific college degree

Feeling of pride and accomplishment



Business and Marketing Co-Curricular Club



DECA

- DECA is worldwide student organization

Classes closely associated with DECA

- Marketing
- Advertising and Sales
- Business Management
- Entrepreneurship
- Accounting
- Personal Money management
- International Business
- Hospitality and Tourism

How DECA Helps

Understand the people side of business

Confidence in a business environment

- How to sell YOURSELF
- Business Fundamentals
- Leadership skills

Competitive events

Improves skills for getting a better job

A lot of fun!



More Information

Talk to following teachers:

- Mrs. Roo
- Mr. Bodenbug
- Mrs. Munce

For more information on DECA:

- www.DECA.org



Thank you!

