



BADIN MARKETING EDUCATION & DECA

EARN COLLEGE CREDITS TAKE MARKETING!

Marketing Education is ACP courses offered to students anywhere from freshman to senior year. A student can take marketing as a one or two semester course in any of the four years here at Badin. Marketing prepares students for careers in business and marketing. Marketing is a compliment to every course offered.

MARKETING combined with languages prepares students for careers in International Business,

MARKETING with math offers you an opportunity to enter the field of finance.

MARKETING combined with art jump starts you with careers in advertising or fashion merchandising. Accounting or computer technology with **MARKETING** you have the inside edge to a career in Information Management, E-Commerce or E-Business.

This is just a sampling on how marketing goes hand-in-hand with our Badin course offerings.

Marketing Education has a number of articulation agreements with colleges and universities in Ohio and beyond. This allows a student to enter college with college credit for taking marketing in high school. A student who concentrates in marketing, soon to offer High School of Business, will automatically be accepted into Bowling Green State University with six college credits. Sinclair College offers Students taking marketing an opportunity to take online course in the marketing classroom and earn college credit transferable to other universities. Sinclair partnered with the University of Dayton. Sinclair credits transferable, allowed to participate in all UD activities and as a junior at UD you receive a substantial tuition discount.

Business & Marketing Foundations

Prerequisite none 9th grade

Course description Students will obtain knowledge and skills in fundamental business activities. They will acquire knowledge of business processes, economics and business relationships. Students will use technology to synthesize and share business information. Employability skills, leadership and communication and personal and financial literacy will be addressed. Students in this course are not required to be a member of DECA or participate in DECA events. One semester

Business & Marketing Management Law and Ethics

Prerequisite

Course description: The course is designed to give the student an understanding of the relationship between law and business. They will also explore and analyze present day ethical issues in the media and marketplace. The student will be part of DECA. Grades 10-12, one semester.

Financial management

Prerequisite none

Course description: This one semester course will cover introductory accounting, pricing, insurance and financial risks. The student be part of DECA. This fulfills state requirements on Financial Literacy
Grades 10-12, one semester

Marketing/ Economics/Effective Communication

Course description: One semester interactive economics course using "Thinking Economics" and the Junior Achievement Economics Program. The student will gain a working knowledge of our economic system of supply & demand as well as micro and macro- economics. The students will also be online competing in the "HP Global Challenge". A student will be able to participate in DECA. This fulfills state requirements for economics.
Grade 11 or 12 one semester

Small Business Marketing Management/ Entrepreneurship

Course description: The students will develop a new business of their choice. The program is designed to be part interactive with the use of SCAN software on developing a business plan and software developed by the Maryland Department of Education. The student will use an interactive software program "Go Venture": a business simulation. The student will participate in International DECA-an association of marketing students. Grades 11 & 12 one semester

Accounting I

Course description The student will receive instruction in general journal accounting, the accounting equation. This will give the students an introduction that will be helpful if a student plans to major in accounting, business or marketing in college. Accounting is taught by the Marketing Department
Grade 10-12 a full year course.

Accounting II

Course description A more in-depth study of accounting. Recommendation of Mr. McCabe a full year course

Beginning with the class of 2021 Advertising and Sports & Entertainment will fulfill the Badin Fine Art requirement. The courses will be taught by the Marketing Dept. Each course gives you a semester of Fine Art Credit

Advertising & Social Media**

Course description: This one-semester course is designed to give the student an understanding of the elements of e-commerce, e-marketing and promotion. The student will be able to develop promotional plans using not only traditional media but also electronic media. The student will be part of DECA.

Grade 11 & 12, one semester

Sports and Entertainment Marketing**

Course description: Students will receive an introductory course in the sports and entertainment industry. They will analyze the growth and trends in the industry and the impact on the community including gaming management. The student will participate in International DECA-an association of marketing students.

Grade 11 &12, one semester

DECA & Marketing Capstone: A co-curricular organization that incorporates what is taught in the classroom into real life competitive events Student will work on DECA & Marketing Research Manuals grade 12 ones semester