



Marketing Program Quarterly Newsletter

Baker High School

First Semester SY 2022-2023

What is the Marketing Program?

The Business Academy at Baker High School is designed so that the student can emphasize courses that he or she needs in order to succeed in college and careers in the Business and Marketing fields. Two pathways, Business Management and Marketing, are offered. These pathways stress pursuit of credentials and real-world experience for students. Courses are directly linked to the business and technology world.

What courses are offered?

Business Pathway:

Business Software Applications
ADV Business Software Applications
Digital Media Design
Entrepreneurship

Marketing Pathway:

Business Software Applications
Marketing Principles
Entrepreneurship
Sports and Entertainment Marketing

Career Opportunities:

Business Manager
Sales Representative
Public Relations
Marketing Research Analyst
Social Media Manger
And so much more...



What is CTE?

Career and technical education, or CTE, is education that directly prepares students for high-wage, high-demand careers. CTE covers many different fields, including health care, information technology, advanced manufacturing, hospitality and management and many more.

CTE encompasses many different types of education, from classroom learning to certification programs to work-based learning opportunities outside the classroom.

- ◇ Offers clear pathways to industry certifications, postsecondary certificates and degrees
- ◇ Partners with businesses to prepare students for tomorrow's workforce
- ◇ Fulfills employer needs in high-skill, high-wage, in-demand areas
- ◇ Prepares students to be college- and career-ready by providing core academic skills, employability skills and technical, job-specific skills

CAREER TECHNICAL STUDENT ORGANIZATION (CTSO)

Career and technical student organizations (CTSO) are integral, co-curricular components of each career and technical education course. These organizations serve as a means to enhance classroom instruction while helping students develop leadership abilities, expand workplace-readiness skills, and broaden opportunities for personal and professional growth.



MISSION STATEMENT

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.

DUES: \$20 per year (includes National, State, and Local Dues)

WHY DECA? Chapter Campaigns, Travel Opportunities, Competitive Events, **AND MUCH MORE!**

Alabama Career Planning System

The Alabama Career Planning System, powered by Kuder®, provides all the reliable education and career planning resources students and their families need to visualize their futures and make the plans to get there.

The Alabama Career Planning System offers:

- The most valid assessments in the industry
- Customized education plans that are specific to Alabama
- Responsive designs that are mobile/tablet ready
- A goal-setting tool
- Financial literacy training (Finance 101)
- Spanish translation
- Single sign-on for educators and students
- Parent account access
- Ability for business and industry to include opportunities and post business profiles
- Test prep materials for all students
- Enhanced college search called "College Match" which allows users to know if a college/university is a financial fit, academic fit, and an overall fit
- Resume builder officials
- Lifelong access to the system