

Business & Marketing

Getting a jump start to your future!



Accounting 1 / Accounting 2 — Do you like money? Want to run your own business? “Accounting is the language of business” and a *MUST* for any business student. Learn what your Accountant is really talking about and how to read financial statements. (.5 Credits—CTE, AAF-M)

Accounting 1 — Students complete a full accounting cycle for a service business organized as a sole proprietorship.

Accounting 2 — Building upon concepts learned in Accounting 1, students apply advanced accounting principles to a merchandising business organized as a corporation. , Accounting 2 students will learn to prepare payroll records, calculate discounts, returns and allowances, as well as accumulated depreciation, bad debt and stockholder’s equity. (Prerequisite: Accounting 1)

Business Management

One out of every five bachelor’s degrees awarded yearly is in the business field!

This capstone business class will help you explore all areas of business. Do you want to start your own business? Be your own boss? Or manage the finances and marketing of a major corporation? Then this is the class for you!

Effective management requires decision-making abilities, long-range planning knowledge, human relations expertise, and motivational skills; come learn the four basic functions of management—planning, organizing, directing, and controlling.

(Grades 11 - 12, .5 Credits—CTE)



Financial Literacy

This is the *most* important class you will take in high school!

- § Learn now how to manage your money and make it work for you.
- § Budgeting, credit, investments, retirement, and risk management are critical to your financial future!
- § Learn to play the stock market, invest in 401ks and IRAs and protect yourself from ID theft and fraud.
- § And, most importantly, learn to build a credit score that will make the rich and famous jealous!

(Grades 11 - 12, .5 Credits—F)



Business and Marketing Capstone



This research and real-world business problem-solving course is designed for advanced business students to further their business knowledge and skills. The Business Capstone encourages students to think analytically, logically, and creatively to integrate experience and knowledge to real-world situations. Membership and participation in DECA and FBLA are highly encouraged.

(Grades 11 - 12, .5 Credits—CTE)

Business & Marketing Courses – *Prepare for your future today!*

Marketing 1

Ever wonder why you like to wear the Nike Swoosh  or the Under Armor symbol  ?

This introductory marketing class will show you all the tricks companies use to influence your buying habits. It will also prepare you for the business world with leadership skills, marketing know-how, and branding skills. (.5 Credits—CTE)



Travel & Tourism

Come check out one of the largest, most dynamic industries in Utah and the world!

Specific areas of focus include the business and marketing of selling the product of airlines, international travel, ground transportation, cruising, hotel and lodging, restaurants, and destinations.

NEVER STOP EXPLORING!
(.5 Credits—CTE)

Sports and Entertainment Marketing



Why do sports have cheerleaders, banners from unrelated companies, crowd participation activities, and particular brands for team uniforms and fan gear? Why are stadiums and arenas set up the way they are?

Come learn the why's and how's of the marketing of sports. Prepare for an exciting career in sports marketing! (.5 Credits—CTE)

Real Estate



Realtor.com recently named the Salt Lake City region as the expected No. 1 housing marketing in the nation for 2022.

Come learn more about this exciting and *expanding* industry. See if real estate is the area for you!

Students will learn about the method and process of buying and selling real property, property rights, deeds, contracts, and mortgages, the appraisal process, and financing.

Come see what the future of real estate in our area looks like! (.5 Credits—CTE)

Retailing

Why are bread and milk always at the back of a store? What do you walk past to get there? Come learn customer skills, management skills, and life skills, all while being in the social center of lunch time activity.

Students will have the opportunity to learn about pricing, promotion, store layout and customer service activities necessary for a operation.

Learn the strategies used by retailers to get more of *your* dollars!

(.5 Credits—CTE)

