



**BMA I**                                    **BU6511/BU6512**                                    **GRADE 9-11**                                    **FULL YEAR**

This class will teach the foundation and common business skills required for the model core curriculum. The keyboard is taught by the touch system in addition to learning about the operating system of the computer. Students will learn basic word processing, database, and spreadsheet skills. A variety of other basic business skills will also be included (math, writing, listening, career planning, and work habits).

Whether you are planning to go to college, enter the work force, or start your own business, this class is for you!

**BMA II**                                    **BU6521/BU6522**                                    **GRADE 10-12**                                    **FULL YEAR**

Students having learned the keyboard and beginning skills in computer applications, along with the core curriculum, will learn the functions of a professional office package. We are currently using Microsoft Office 2002. This class includes more in-depth word processing, database, spreadsheet, and presentation software. Students will also learn career planning, listening, writing, and speaking skills along with other business related skills. *This is an Office Co-op Related Class.*

**PREREQUISITE:** BMA I

**BMA III**                                    **BU6531/BU6532**                                    **GRADE 10-12**                                    **FULL YEAR**

BEST III is for the student who is considering an occupation in the business world and it will provide an even more in-depth study of Microsoft Office. This class will include formatting documents, filing, business machines, simulations, and other related business/office related skills. Students will be evaluated by the quality of work they produce on projects in class while preparing for MOS certification. *This is an Office Co-op Related Class.*

**PREREQUISITE:** BMA II

**BMA IV**                                    **BU6541/BU6542**                                    **GRADE 12**                                    **FULL YEAR**

This course is the capstone course and is based on the competencies necessary to gain employment in the field of business information technology, and the student will be given the opportunity to attain MOS certification. The student will be responsible for the following: keyboarding and formatting business correspondence from a transcriber, computing business problems with calculators, demonstrating telephone techniques, applying grammar skills, applying work and office safety habits, and demonstrating employability skills. *This is an Office Co-op Related Class.*

**PREREQUISITE:** BMA III

**MARKETING I**                                    **BU6611/BU6612**                                    **GRADE 10-11**                                    **FULL YEAR**

Marketing I is a basic elective course offered in the three-year Marketing program. Students gain a basic understanding of marketing and its importance and develop fundamental social, economic, mathematical, marketing, job search, and occupational decision-making skills necessary for successful initial employment in retail, wholesale, or service businesses. *This is a related class for Marketing Education Co-op.*

**MARKETING II                      BU6621/BU6622                      GRADE 11-12                      FULL YEAR**

Students are introduced to functions and foundations involved in the marketing of goods, services, and ideas and achieve skills necessary for successful marketing employment. Students study risk management, selling, promotion, pricing, purchasing, marketing-information management, product/service planning, distribution, and financing. Foundation skills include economics, human resources, and marketing and business necessary for success in marketing occupations. *This is a related class for Marketing Education Co-op.*

**PREREQUISITE:** Marketing I or instructor approval

**MARKETING MANAGEMENT                      BU6631/BU6632                      GRADE 12                      FULL YEAR**

High school seniors who plan to attend college with a concentration in marketing, business, or management and/or who have tentative plans to manage or own a business will benefit from this course. Students develop critical-thinking and decision-making skills through the application of marketing principles to (a) small and large businesses, (b) nonprofit organizations, (c) the professions, (d) service industries, and (e) other institutions or associations that market products, services, ideas, or people. Students will develop a business plan, including the following:

Determination of type of business enterprise, legal considerations, location selection, financing, steps in getting the enterprise started, marketing strategy, and interaction with successful entrepreneurs. *This is a related class for Marketing Education Co-op.*

**MUSTANG CORNER -                      BU6641/BU6642                      GRADE 11-12                      FULL YEAR**  
**SCHOOL STORE**

The purpose of Mustang Corner is to provide marketing education students with opportunities to gain competencies in a unique learning environment.

The school store will provide the student with a realistic environment in which to apply the various aspects of marketing. The school store is a place to practice the skills and concepts acquired in the classroom. This hands-on experience in retailing application would be similar to what a co-op student gets in a job outside the school.

**PREREQUISITE:** Enrolled in or have completed a marketing course and instructor approval