

Business & Marketing

Think about it!

Marketing

- Introduction to Marketing
- Hospitality & Tourism
- Sports & Entertainment
- Advanced Marketing

Finance

- Personal Finance
- Accounting I, II, III, IV

Publications Lab

Yearbook, Magazine,
Photography, Design

Business

- Exploring Business
- Management & Entrepreneurship
- Business Law
- Business Opportunities

Computer Skills

- Keyboarding
- Microsoft Office
- Today's Tech Trends

Work Programs

- Marketing Internship
- Business Opportunities Internship
- Youth Apprenticeship

BUSINESS/MARKETING EDUCATION

Dual/College Credit Opportunities:

- Advanced Marketing (3 credits, NTC, transferable)
- Accounting II (4 credits, NTC, transferable) (3 credits Lakeland University, transferable)
- Accounting IV (QuickBooks Certification, 1 credit, NTC, transferrable)
- Personal Financial Management (1 credit, NTC, and 3 credits, UW Oshkosh, transferable)
- Microsoft Office (MOS Certification, 3 credits, NTC, transferable)
- Intro to Keyboarding (1 credit, NTC, transferable)
- R.E.A.L. Keyboarding (1 credit, NTC, transferable)

Financial Literacy Graduation Requirement Option:

Personal Financial Management - offered to sophomores, juniors, and seniors. Full semester of personal finance instruction; also dual/college credit – see above.

Work Programs:

Youth Apprenticeship (Juniors and Seniors)

Students must enroll for a full load of classes plus YA. Not everyone gets accepted or placed in apprenticeship, but it is not known until late spring. **Please e-mail Taryn Fuller tfuller@wausauschools.org if you have any homeroom apprenticeship applicants for next year. Needed in the e-mail is the student's name, grade in school next year, the YA program, and HR teacher's name. See registration information below for tips.**

Business Opportunities & Internship (All career areas) **OR**
Marketing Internship (Marketing focused)

(Seniors Only) (Students earn Certified Coop/Marketing or Employability Skills Certificate and NTC credit). Students can be released part of the day for work experience. Credit is earned for the classroom (.5) and the work site (1.0). Hours worked can be after school, weekends, summer, and/or during early school release. See description book for class content areas. By state law, in order to leave school for work, students must be in an approved school program.

Publications Lab: (General Elective)

Publication Lab students produces the **yearbook** and the **magazine**. Students may take for multiple years. Editors come from within the leadership/experienced group. **Students with skills in photography, graphic design, and writing are needed. Schedule flexibility makes it work well as an extra elective. Not recommended for those with poor organization or self motivation.**

Additional Considerations:

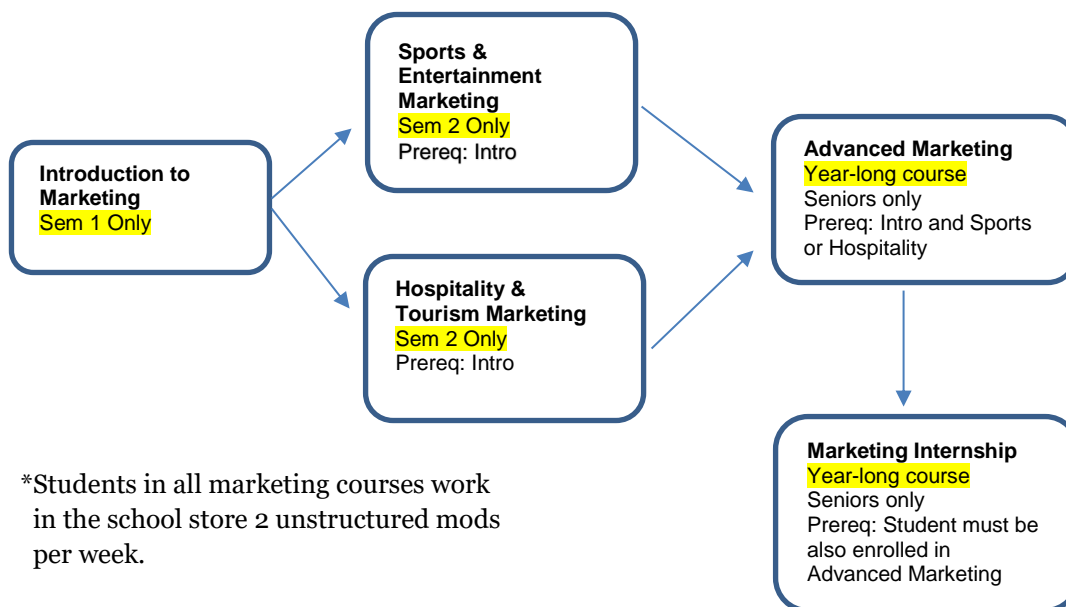
❖ **Keyboarding** Courses:

Introduction to Keyboarding—No prerequisite (1 credit Dual Credit NTC)

Or

R.E.A.L. Keyboarding (Realize Essential Applications for Life)—Prerequisite: Proper keyboarding technique and speed above 25 wpm (1 credit Dual Credit NTC)

❖ **Marketing Courses:** (Freshman-Senior)



❖ Accounting courses are exceedingly important for students considering post-secondary business/marketing majors. Exposure to terms/processes and pace is extremely beneficial prior to post-secondary courses. Accounting is the “make or break” course of college business majors.

- ❖ Microsoft Office – Covers the Office Suite (Word, Excel, PowerPoint) Strong keyboarding skills recommended. Dual Credits

Youth Apprenticeship Opportunities:

Students will enroll in Youth Apprenticeship course as well as two semesters of related courses to career area. Below are some course suggestions for the YA career paths.

YA Program to Register for:	Recommended Courses to enroll in:
Agriculture, Food & Natural Resources	Intro to Agriculture, Conservation, Vet Science
Architecture & Construction	Construction I, Woods I or II
Graphic Communication	Graphic Communication II or II
Finance	Accounting I, II, III, Exploring Business, Introduction to Marketing, Personal Finance
Health Science	Health Occupations, Young Adult Medicine, Medical Terminology, Biology Extended
Hospitality/Lodging & Tourism	Intro to Marketing, Hospitality & Tourism Marketing
Information Technology	CS- Intro to Programming, CS-AP Computer Science Principles,
Manufacturing	Metals II, Woods II, Advanced/Warrior Manufacturing
Marketing	Intro to Marketing, Accounting I
STEM	Principles of Engineering
Transportation, Distribution & Logistics	Occupational Mechanics I or II

BUSINESS EDUCATION ELECTIVES

EXPLORING BUSINESS

Semester I or II

Grades: 9-12

Prerequisite: None

Fee: None

A one-semester course designed to provide a basic understanding of business concepts and their importance to our economic system, both locally and internationally. Instruction will include an introduction to business, focusing on international business, economics, management, and business careers. Students will also have the opportunity to work in Wausau West's school-based enterprise, "West-Side Connection".

BUSINESS CORE

Semester I

Grades: 9-12

Prerequisite: Consent of Counseling and/or Special Education Department

Fee: None

This course is designed for students who need instruction in basic keyboarding. Areas of study to include career exploration, employment skills, and consumer information, as well as software programs, which include Google Drive and Microsoft Word. Keyboarding of class assignments using the correct format will be included such as writing reports and papers.

Note: Student must successfully complete Business Core semester 1 or a Keyboarding class to advance to Today's Tech Trends Core semester 2.

INTRODUCTION TO KEYBOARDING

Semester I or II

Grades: 9-12

Prerequisite: None

Fee: None

Dual Credit Available

This course is designed for students who have not had or may need additional instruction and practice in basic keyboarding. Course content includes basic keyboarding instruction, letters, and reports. Upon completion of this course, students may choose Microsoft Office, Today's Tech Trends or R.E.A.L. Keyboarding.

R.E.A.L. KEYBOARDING

Semester I or II

Grades: 9-12

Prerequisite: Proper keyboarding technique and speed above 25 WPM

Fee: None

Dual Credit Available

Keyboarding is more essential than ever. Learn how to get twice as much done in half the time! This course presents applications EVERY student will be expected to know for college, work, and upcoming state assessments. Proper formatting for letters, reports, and tables is provided. Upon completion of this course students may choose Microsoft Office or Today's Tech Trends.

MICROSOFT OFFICE

Semester I or II

Grades: 19-12

Prerequisite: REAL Key/Intro to Key or proficient keyboarding skills

Fee: None

Dual Credit Available

A must computer class for ALL students! Microsoft Office proficiency is one of the top five most commonly required skills posted in on-line job descriptions. Word, Excel, and PowerPoint are major areas of instruction. Business and Industry leaders stress the need for these skills for their current and future employees. Students may become certified after completion of this course.

TODAY'S TECH TRENDS

Semester I or II

Grades: 9-12

Prerequisite: None

Fee: None

Get a jump on technology. The course content will change as fast as technology does. Topic areas may include but are not limited to Prezi, Video Editing (Animoto, WeVideor, and more), Google Docs, Social Media (Facebook, Twitter, LinkedIn, Vine), Glogster, YouTube, iPad Apps, Blogging, Emaze, Coding, Wix, Weebly, and Pod Casting and Digital Citizenship. Take projects for your other classes to the next level.

TODAY'S TECH TRENDS CORE

Semester II

Grades: 9-12

Prerequisite: Consent of Counseling, Business and/or Special Education Department

Fee: None

This course will focus on technology at a basic level. Topics may include WeVideo, Google Docs, social media sites, discussion boards, and Digital Citizenship and Microsoft programs.

Note: Student must have successfully completed Business Core semester 1 or a Keyboarding class.

PERSONAL FINANCIAL MANAGEMENT

Semester I or II

Grades: 10-12

Prerequisite: None

Fee: None

Dual Credit Available

Money is the one thing that each and every student must learn about as they prepare to enter into adulthood. Become independent by making wise money decisions. With average household credit card debt exceeding \$15,000 and average student loan debt close to \$35,000, building money skills is critical. Topics covered will be: cash, credit, saving, investing, budgeting, insurance, identity theft, taxes, car and home ownership, renting, among other topics. Learn skills to help you achieve life goals.

Course meets Financial Literacy requirements as set forth by Wausau School District.

PERSONAL FINANCIAL MANAGEMENT CORE

Semester I

Grades: 10-12

Prerequisite: Consent of Counseling, Business and/or Special Education Department

Fee: None

This course is designed to help students develop their ability to make personal financial decisions, become wise earners, spenders, and savers and develop relevant "Money Skills". The financial choices that students face today have expanded well beyond what their parents or grandparents dealt with as teens and young adults. With average household credit card debt exceeding \$15,000 and average student loan debt close to \$35,000, building money skills is critical. Topics covered will be: cash, credit, saving, investing, budgeting, insurance, identity theft, taxes, car and home ownership, renting, among other topics. Learn skills to help you achieve life goals.

Course meets Financial Literacy requirements as set forth by Wausau School District.

MANAGEMENT AND ENTREPRENEURSHIP

Semester I

Grades: 10-12

Prerequisite: None

Fee: None

An entrepreneur is a person who attempts to earn a profit by taking the risk of operating a business enterprise. Do you want to be your own boss? If you answered yes, then this class is a must and will help you understand what it is like to be an entrepreneur and what is involved in starting a business. Business is a part of everyone's daily life – as consumers, employees and owners. In this course, students will explore the environment, human side and functional approach to business. Students will explore the world of business ownership and the important characteristics of an entrepreneur's work ethic. Specifically, students will be creating their own small business through a company program.

RECORDKEEPING I

Semester I or II

Grades: 10-12

Prerequisite: None

Fee: None

Students will find this course interesting and practical as they learn recordkeeping skills for personal and entry-level employment. Areas covered are checks, bank statements, salesclerk records, purchase records, budgeting, credit cards, loans, interest, payroll records, and recording activities for a small business. This course is intended for students that may have difficulty with Accounting I.

ACCOUNTING I

Semester I

Grades: 10-12

Prerequisite: None

Fee: None

Planning a career in the fields of business, marketing, or finance? Accounting is the language of business. Students learn the procedures involved in completing the accounting cycle. They will complete transactions and prepare financial statements that are necessary for businesses to make financial decisions. Accounting principles and procedures are presented and followed. Accounting is a must in a business career.

ACCOUNTING II

Semester II

Grades: 10-12

Prerequisite: Accounting I

Fee: None

Dual Credit Available

Accounting II extends the concepts learned in Accounting I. In this course students will record payroll and taxes, notes and interest, and be introduced to partnership and corporation accounting. This course is strongly recommended for anyone planning to enroll in college/university or technical college and as a business major or minor.

ACCOUNTING III

Semester I

Grades: 11-12

Prerequisite: Accounting I & II

Fee: None

Advance your career objectives in the business and/or accounting profession. This is for students who (1) want to become accounting clerks upon graduation from high school; (2) want to obtain the accounting skills necessary to advance to the level of junior or assistant accountant; or (3) want to broaden and improve their knowledge, understanding, and application of accounting competencies. Accounting III is an automated (computerized) accounting class. Strongly recommended for anyone planning to enroll in a college/university or technical college as a business major. Field trip opportunity available for hands-on practicum experience with the Milwaukee Bucks.

Note: Quickbooks certification available.

ACCOUNTING IV

Semester II

Grades: 11-12

Prerequisite: Accounting I, II & III

Fee: None

Dual Credit Available

An extension of Accounting III designed for students who are interested in an accounting or a business-related career. Includes course work in partnerships and corporation accounting, cost accounting, and computerized (automated) use in accounting. Strongly recommended for anyone planning to enroll in a college/university or technical college as a business major.

Note: Quickbooks certification available.

BUSINESS LAW

Semester II

Grades: 10-12

Prerequisite: None

Fee: None

The Business Law course is designed to provide students with an overview of our legal system, including statutes and regulations that affect businesses, families, and individuals in a variety of ways. Knowledge of business law is particularly useful because all students eventually assume the role of citizen, worker, and consumer in society. Students will learn about various types of laws, courts, legal systems and develop an understanding needed to make legal decisions. Specifically, students will learn about civil and criminal law including employment rights, small claims court, computer law, bankruptcy, financial crimes, and contracts. Real-world examples and cases help students apply their knowledge of contract and property law. The material covered in the Business Law course is reinforced and enhanced through the use of technology, guest speakers, videos and hands-on, project-based activities whenever possible. In addition, because experiential learning is an important aspect of all business courses, a field trip to the Courts or other law-related destination may also be offered.

INTRODUCTION TO MARKETING

Semester I

Grades: 9-12

Prerequisite: None

Fee: None

Did you know that over 75% of all jobs in the U.S. involve some aspect of marketing? This introductory course is perfect for all students who want to learn more about business and marketing. The course explores consumer behavior, advertising, promotions, market research, selling, and public relations. Students participate in hands-on projects, gain insight from guest speakers and get a chance to show their creative side. See for yourself why students have called Introduction to Marketing the "most important, practical class I've ever had". The student will also be required to participate in the marketing experience by working in the marketing lab/school store daily operations. DECA membership is optional. Students enrolled in Introduction to Marketing are encouraged to enroll in Sports & Event Marketing and/or Hospitality & Tourism Marketing. Sports & Event Marketing or Hospitality & Tourism Marketing is required as a prerequisite for Advanced Marketing. Recommended courses include Business Management, R.E.A.L. Keyboarding, Tech Apps, Microsoft Office, and Accounting.

SPORTS & EVENT MARKETING

Semester II

Grades: 9-12

Prerequisite: Intro to Marketing

Fee: None

This course is designed to provide the student with the skills necessary to apply marketing concepts to the sports and entertainment industries. Students will explore the connection between marketing and the sports and entertainment industries, focusing on promotion and sales. The areas of study include event promotion, sponsorship, development and sales, event management, and the basic functions of marketing as they apply to the sport and entertainment industries. Students will also see how marketing operates in the movie, music, and theatre industries. If you are interested in sports and entertainment or want to tap into your creative side, this is the class for you! DECA membership is optional. Recommended courses include Business Management, R.E.A.L. Keyboarding, Tech Apps, Microsoft Office, and Accounting.

HOSPITALITY & TOURISM MARKETING

Semester II

Grades: 9-12

Prerequisite: Intro to Marketing

Fee: None

Explore the exciting world of the Hospitality and Tourism Industry! Hospitality and tourism are topics that students can relate to and make their own. After all, everyone goes to restaurants, and many people travel and stay in lodging facilities. These exciting businesses continue to grow and employ a vast number of people. Hospitality and tourism marketing encompasses the management, marketing and operations of restaurants and other food service, lodging, attractions, and recreation events and travel-related services. Authentic community/industry experiences will be applied to classroom instruction in market research, pricing, product/service management, promotion, and selling. Students "learn by doing" through means of progressive exercises, case studies, guest speakers, and role-play by combining basic theory with skills. Focus on orientation to customer service, cultural/economical trends, and career opportunities.

ADVANCED MARKETING

Year-Long

Grades: 12

Prerequisite: Intro to Marketing and Sports & Events or Hospitality & Tourism Marketing. Senior & consent of instructor

Fee: None

Dual Credit Available

Marketing II takes the understanding of marketing to a new level. Students will also study the character traits necessary to become successful both personally and professionally, in particular, as they apply to areas of management. Classroom instruction will include both large and small group instruction with emphasis on team work through small group projects. Students combine this course with Marketing Internship and participation in the student organization. Focusing on individual talents, abilities, and interests, this class explores careers and workplace readiness, advanced-marketing applications, and human relations. Advanced Marketing is a "must have" for students interested in marketing careers. Recommended courses include Management and Entrepreneurship, R.E.A.L. Keyboarding, Today's Tech Trends, Microsoft Office, and Accounting.

Note: Students must also sign up for Marketing Internship

MARKETING INTERNSHIP

Year-Long

Grades: 12

Prerequisite: Intro to Marketing and Sports & Events, or Hospitality & Tourism Marketing. Senior and consent of instructor.

Fee: None

The Marketing Internship is an opportunity for students to earn credits, earn money, and gain valuable work experience, all at the same time. Students are released from school in the afternoon to report to their workstations. Marketing Internship is for students who are concurrently enrolled in the Advanced Marketing course. These students are seriously pursuing a career in the field of marketing or business and wish to gain some practical experience in marketing related local business. The student will be required to maintain employment records, adhere to school policies and be an active and interested employee. Many classroom activities and assignments are based upon the "on the job" experiences. Graduates of this course have gone on to successful career opportunities with their high school placements. Students who are enrolled in Marketing

Internship complete the Cooperative Education Skills Standards Certificate Program and are issued a state-endorsed certificate from the State Superintendent of Public Instruction. This certificate is a representative statement of the skills obtained through the Marketing Internship learning experience. This certificate is also endorsed by supporting industry and education organizations thus enhancing a student's future workplace portfolio.

BUSINESS OPPORTUNITIES

Year-Long

Grades: 12

Prerequisite: None

Fee: None

Business Opportunities is designed to help prepare students for success after high school. The course includes work in the following areas: career exploration, training and schooling options, employment-seeking skills, successful work attitudes, lifetime business skills, and other related personal and business skills. Using the computer to make your work easier, developing organization skills, and goal setting are a part of the course activities. The course content will be helpful to you if you plan on seeking employment upon graduation, attending a technical college or trade school, joining the military or attending a college or university. Weekly discussions are based upon students' work experiences and life happenings.

Note: Students must also sign up for Business Opportunities Internship

BUSINESS OPPORTUNITIES INTERNSHIP

Year-Long

Grades: 12

Prerequisite: None

Fee: None

A Business Opportunities student may earn two credits per year (one per semester) in addition to class credit (see above) by working in the community an average of 12 - 15 hours per week. The student can be released from school during the afternoon to work or can choose to work the required hours in the evenings or on the weekends. The students may make arrangements with their current employer for internship status or can be assisted in finding a job placement by the internship coordinator. Job placements are based upon student interest, student skills and future career plans. Students are supervised by the Business Opportunities Internship Coordinator and the training site supervisor. Students will pursue the State of Wisconsin Employability Certificate.

PUBLICATIONS LAB

Year-Long

Grades 9-12

Prerequisite: None

Fee: None

The yearbook (Aurora) and magazine (Warrior's Word) are developed and published in this class. The student staff conduct interviews, write and word process their own stories, sell advertising, design publication pages, take photographs and put together video. Software used includes Adobe Suite (InDesign, Photoshop and Illustrator), Microsoft Office Suite (Word and Excel), and web-based social media. Design work is completed using Apple iMacs, and all photography is completed using advanced Nikon cameras.

Opportunities are available for travel to New York (Columbia University), Marquette University, UW-Oshkosh and other state or national locations for student journalism workshops and competitions.

Publications lab is student-directed. Student staff meets in a large group setting once weekly. The remaining class time is determined independently to fit into each student's schedule.

Traditionally, student's work in the Aurora and Warrior's Word has been recognized at the district, state and national level.

This course may be taken more than once as content and leadership positions change yearly. Experienced students are valued and given increased opportunities and responsibilities.