Academy Overview:
Marketing

Students in Grades 9-12 possess varying levels of maturity as well as an array of learning styles. Their backgrounds include diverse family structures and varying social and emotional environments. Throughout these grades, students are adjusting to personal, physical, and emotional changes as well as to social changes taking place in the world around them. Students who choose to complete a pathway in the Information Technology cluster enjoy technical, challenging curricula and attention to detail in daily work tasks.

The Information Technology curriculum addresses the development of applied skills focusing on types of work environments students may encounter in this pathway. An active, structured, and stimulating classroom setting is provided for student exploration and assessment. Students work together to build a community of learners wherein their ideas become a source of learning.

Course Sequence

10th Grade	11th Grade	12th Grade
Business Technology Applications	Advanced Business Technology Applications	Multimedia Design or Multimedia Publications

Course Descriptions

Business Technology Applications

This course is designed to assist students in developing technological proficiencies in word processing, spreadsheets, databases, presentations, communications, Internet use, ethics, and careers using technology applications. Simulations and projects promoting teamwork, leadership, and workplace skills offer further opportunities for applications of knowledge and skills.

Career and technical student organizations 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.

Advanced Business Technology Applications

This course is designed to provide students with the project-based applications of concepts learned in Business Technology Applications or Business Essentials. Personal computing and business skills are integrated throughout the course as students use a variety of software applications to produce and prepare documents for publication and learn how to select appropriate software for generating information.

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Multimedia Design

This course is designed for students to provide students with a hands-on skills involving graphic design, digital photography, Web publishing, and digital video productions. Students use various hardware peripherals and software for completing documents.

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Multimedia Publications

A one-credit course designed to provide students with hands-on skills involving graphic design, digital photography, Web publishing, and digital video production. Students use various hardware peripherals and software for completing documents.

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