



# Marketing Program Quarterly Newsletter

Baker High School

January 2021

## 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:

BTA  
ADV BTA  
Multimedia Design  
Entrepreneurship

### Marketing Pathway:

BTA  
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



## What is CTE Month?

Career and Technical Education Month®, or CTE Month®, is a public awareness campaign that takes place each February to celebrate the value of CTE and the achievements and accomplishments of CTE programs across the country.



CELEBRATE TODAY,  
OWN TOMORROW!



## CTE Month® and NASA HUNCH 2020-2021 Student Video Challenge

ACTE and NASA HUNCH are excited to host, in our third year, the student video challenge, celebrating career and technical education (CTE) and project-based learning programs.

**Purpose:** Offer students the opportunity to showcase the application of CTE and project-based learning programs in high-demand 21st century career fields on Earth as well as in space.

**Goal:** Inspire students by sparking their imagination and creativity as well as broadening their knowledge about STEM careers through the CTE Month and NASA HUNCH student video challenge.

### Want to join the challenge?

Follow the link below for submission requirements!

[Video Challenge Link](#)

If you have questions, email [csaunee@mcps.com](mailto:csaunee@mcps.com)