Academy Overview:
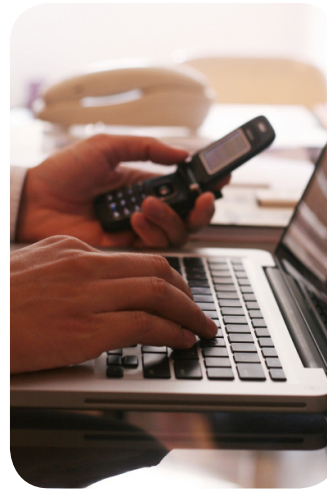### Marketing, Business and Leadership

Marketing, Business and Leadership Academy students learn the skills of finance, fashion, marketing, networking or leadership/JROTC. Students have the opportunity to become certified in Microsoft Office (Word, Excel, Power point), Everfi (computer etiquette, entrepreneurship, and finances), and NEFE (financial literacy). Additionally, the MBL academy leadership students have the opportunity to take lead roles in drill meets, ceremonies, and parades.

This academy prepares students with the fundamental knowledge and skills for careers in planning, organizing, directing, and evaluating business functions essential to efficient and productive business and leadership operations. Instruction is organized and focuses on quality. This academy is designed to give high school students an opportunity to prepare for collegiate studies and careers in the fields of business, finance, networking, fashion and leadership.

Students in this academy can obtain Microsoft Office certifications and business credentials while in high school. This academy provides an active, structured, and stimulating environment to meet students' maturing needs and sophistication levels and includes many workplace simulations and project-based activities. The networking pathway challenges students with the propensity for the tech world.

The on campus JROTC program is one of the top in the county. Students have a strong sense of leadership within and outside of the school .Our JROTC program is instrumental in the success of many students who are challenged to achieve with structured leadership.

The students in the THS Marketing, Business and Leadership program graduate well-prepared to be productive citizens and to be college and career ready. JROTC leadership activities help students develop their potential for premier leadership, personal growth and career success.

Course Sequences

Grade	Marketing/Business	Financial Services	Networking	Fashion	Leadership
10th	Business Technology Applications(BTA)	BTA	Information Technology Fundamentals	Fashion	JROTC I
11th	Advanced BTA	Accounting	Networking I	Fashion Merchandising	JROTC II
12th	Marketing Principals Entrepreneurship ; Co-op	Banking and Finance Co-Op	Networking II Networking III; Co-Op	Entrepreneurship Co-Op	JROTC III JROTC IV

Course Descriptions

BTA, Business Technical Applications

This course is designed to assist students in developing technological proficiencies in word processing, spread sheets, data bases, presentations, communications, Internet uses, ethics, and careers using technology applications.

Advanced BTA

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

Marketing

This course is designed to provide students with an overview of in-depth marketing concepts. Students develop a foundational knowledge of marketing and its functions, including, marketing information management, pricing, product and servicing management, and promotion and selling. Students examine the need for sales and marketing strategies and practice customer relationship skills.

Entrepreneurship

This course is designed to provide students with the skills needed to effectively organize, develop, create, and manage a business. The course includes business management, communications and interpersonal skills, economics and professional development foundations.

Accounting

This course is designed to help students understand the basic principles of the accounting cycle. This course provides a comprehensive introduction to basic financial accounting, including analyzing and recording business transactions, preparing and interpreting financial statements, demonstrating generally accepted accounting principles, and performing banking and payroll activities.

Banking and Finance

This course is designed to help students develop skills related to banking and related services as they process customer transactions, maintain cash drawer, process documents, and respond to customer requests. Students learn applicable skills by practicing lending functions.

CO-OP (cooperative education)

This course is a structured component of the CTE (Career Technical Education) program that integrates classroom instruction with productive, progressive, supervised, paid work-based experiences in fields related to students' career objectives. Content is planned for students through a cooperative arrangement between the school and the employer as a component of worked-based learning.

IT Fundamentals (information technology)

This course introduces students to the knowledge base and technical skills for IT careers. Emphasis is placed on maintaining a safe working environment and on building interpersonal skills needed for working in the IT environment. Students demonstrate appropriate behaviors of legal responsibilities by information technology professionals.

Networking 1,2,3,4

This course is designed to provide students with skills involving a hands-on, career oriented approach to learning networking that includes practical experiences. Students learn by installing a router, configuring a server and performing disaster recovery. The advanced levels include troubleshooting plus routing and switching in an enterprise network.

Fashion

This course introduces students to the selection and care of clothing and accessories for individuals and families. Content provides opportunities for students to explore apparel choice, apparel history, current fashion trends, care and maintenance of apparel, laws and legislation regarding the apparel industry and career options.

Fashion Merchandising

This is a course for students who are interested in the fashion and retail industry. Content provides opportunities for students to explore factors related to the retail industry, examine structure and organization of fashion business operations, study merchandising techniques, utilize technology in fashion merchandising, and explore career options in fashion and retail industries.

JROTC

This course is designed to develop knowledge of basic military skills, responsiveness to authority, and develop an understanding of leadership traits, oral communication and physical fitness. The advanced levels provide opportunities for students to use traits and principles of leadership in organizations and projects. Students develop proficiency in command and staff procedures, physical fitness, military parades and ceremonies.