2008 - 2009 Program of Study - Secondary

Submitted by CTPD Name: _____ CTPD Number: _____

Secondary Program Information

School District Name: Stark County JVS
School District IRN: 062026
Building (location) Name: Louisville High School
Building (location) IRN: 021576

Career Field: Marketing
Pathway Name: Marketing Management
Program Name: Marketing Management
EMIS Subject Code: 040810
Local Program Name: **Marketing Management**

Specify Industry Credential Opportunities (if applicable): _____

									Required or Elective Academic Course and Other Courses				Career and Techincal Education Courses			
Grade	**English**	**Code**	**Math**	**Code**	**Science**	**Code**	**Social Studies**	**Code**	**Course**	**Code**	**Course**	**Code**	**CTE Course**	**Code**	**CTE Course**	**Code**
9	English 9	**RA**	Algebra I	**RA**	Physical Science	**RA**	World Studies	**RA**	Foreign Language	**RA**	Health/PE	**RA**	General Business	**RA**		
10	English 10	**RA**	Geometry	**RA**	Biology/Lab	**RA**	American Studies	**RA**	Foreign Language	**RA**	PE	**RA**	Intro to Marketing	**RA**		
11	English 11	**RA**	Algebra II	**RA**	Chemistry/ Biology II/Lab	**RA**	Government/ Economics	**RA**	Foreign Language	**RE**			Marketing Management I	**CT CC**		
12	English 12	**RA**	Pre-Calc	**RA**	Physics	**RA**	Psychology	**RA**	Foreign Language	**RE**			Marketing Management II	**CT CC**		

Contact Person: Steve Milano
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Date Completed 3/11/2009

CODES *(use all that apply)*

RA: Required Courses
RE: Recommended Electives
CC: College Credit Opportunities based on articulation or dual/concurrent enrollment agreements
CT: Career-Technical Courses
CT2: Eligible for CT2 Credit

2008 - 2009 Program of Study - Postsecondary Semesters

Postsecondary Institution: **Stark State College**

College Major: (*if applicable*) **Marketing & Mgmnt Tech** **College Degree: (*if applicable*)** **AAB**

Specify Industry Credential Opportunities (if applicable):

Certificate, Adult and/or Apprenticeship Program: (*if applicable*)

Secondary Program Name: Marketing Technologies Secondary School Name: Louisville High School District Name: Stark County JVS

	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code
Year 1 1st Sem.	Business Administratio n BUS121 (4)	**RT**	Business Computer Apps BCA120 (4)	**RT CC**	Business Math BUS123(4)	**RA**	College Composition ENG124(3)	**RA:**	Effective Speaking COM121(3)	**RA TAG**						
Year 1 2nd Sem.	Principles of Marketing MKT121(3)	**RT TAG**	Micro-economics BUS221(3)	**RA TAG**	Quantitative Business Statistics ACC127(4)	**RA**	Business Communi-cation ENG230(3)	**RA TAG**	Financial Accounting ACC132(4)	**RT TAG**						
Year 2 1st Sem.	Principles of Management MGT121(3)	**RT**	Macro-economics BUS122 (3)	**RA TAG**	Sales MKT221(3)	**RT**	Advertising MKT222(3)	**RT**	Managerial Accounting ACC133(4)	**RT TAG**	Consumer Behavior MKT227(3)	**RT**				
Year 2 2nd Sem.	Market Planning MKT229(4)	**RT**	Market Research MKT233(3)	**RT**	Business to Business Marketing MKT228(3)	**RT**	Sociology SOC121(3)	**RA TAG**	Business Law & Ethics ACC130(3)	**RT TAG**						

Contact Person: Jerry Myers

Title: Department Chair/Associate Professor,

Phone: 330-494-6170 ext 4347

E-mail: jmyers@starkstate.edu

Page 2 Date Completed: 2/25/2009

CODES *(use all that apply)*

RT: Required Technical Courses **CT2:** Eligible for CT2 Credit

RA: Other Required Courses **TAG:** Eligible for TAG Credit

RE: Recommended Electives

CC: Other College Credit Opportunities (based on articulation or dual/concurrent enrollment agreements with partner high school)

2008 - 2009 Program of Study - Postsecondary Semesters

Postsecondary Institution: **Stark State College**

College Major: (*if applicable*) **E-Commerce Marketing** **College Degree: (*if applicable*)** **AAB**

Specify Industry Credential Opportunities (if applicable):

Certificate, Adult and/or Apprenticeship Program: (*if applicable*)

Secondary Program Name: Marketing Technologies Secondary School Name: Louisville High School District Name: Stark County JVS

	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code
Year 1 1st Sem.	Business Adminis-tration BUS121(4)	**RT**	Business Computer Apps BCA120 (4)	**RT CC**	Business Math BUS123(4)	**RA**	College Compo-sition ENG124(3)	**RA**	Effective Speaking COM121(3)	**RA TAG**						
Year 1 2nd Sem.	Principles of Marketing MKT121(3)	**RT TAG**	Quantita-tive Business Statistics ACC127(4)	**RA**	Business Communi-cation ENG230(3)	**RA TAG**	Financial Accounting ACC132(4)	**RT TAG**	Internet Design Tools ECA154(3)	**RT**						
Year 2 1st Sem.	Principles of Manage-ment MGT 121(3)	**RT**	Micro-economics BUS221(3)	**RA TAG**	Internet Marketing MKT232(2)	**RT**	Advertising MKT222 (3)	**RT**	Managerial Accounting ACC133(4)	**RT TAG**	Microsoft Server Side Scripting ECA229(3)	**RT**				
Year 2 2nd Sem.	Market Planning MKT229(4)	**RT**	Macro-economics BUS222(3)	**RA TAG**	Business to Business Marketing MKT228 (3)	**RT**	Client Side Scripting ECA225(3)	**RT**	Sociology SOC121(3)	**RA TAG**	Business Law & Ethics ACC130(3)	**RT TAG**				

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Page 3 Date Completed: 2/25/2009

CODES *(use all that apply)*

RT: Required Technical Courses **CT2:** Eligible for CT2 Credit

RA: Other Required Courses **TAG:** Eligible for TAG Credit

RE: Recommended Electives

CC: Other College Credit Opportunities (based on articulation or dual/concurrent enrollment agreements with partner high school)

2008 - 2009 Program of Study - Postsecondary Semesters

Postsecondary Institution: **Stark State College**

College Major: (*if applicable*) **Sales Option** **College Degree: (*if applicable*)** **AAB**

Specify Industry Credential Opportunities (if applicable):

Certificate, Adult and/or Apprenticeship Program: (*if applicable*)

Secondary Program Name: Marketing Technologies Secondary School Name: Louisville High School District Name: Stark County JVS

	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code
Year 1 1st Sem.	Business Admini-stration BUS121(4)	**RT**	Business Computer Apps BCA120 (4)	**RT CC**	Business Math BUS123(4)	**RA**	College Composi-tion ENG124(3)	**RA**	Effective Speaking COMM121 (3)	**RA TAG**						
Year 1 2nd Sem.	Principles of Marketing MKT121(3)	**RT TAG**	Microeco-nomics BUS221(3)	**RA TAG**	Quantitative Business Statistics ACC127(4)	**RA**	Business Communi-cation ENG230(3)	**RA TAG**	Financial Accounting ACC132(4)	**RT TAG**						
Year 2 1st Sem.	Principles of Manage-ment MGT121(3)	**RT**	Micro-economics BUS221(3)	**RA TAG**	Sales MKT221(3)	**RT**	Managerial Accountiing ACC133(4)	**RT TAG**	Consumer Behavior MKT227 (3)	**RT**						
Year 2 2nd Sem.	Supervision MGT221(3)	**RT**	Supply Chain Manage-ment MKT226(3)	**RT**	Human Resource Manage-ment MGT224(3)	**RT**	Market Planning MKT229(4)	**RT**	Sociology SOC121(3)	**RA TAG**	Business Law & Ethics ACC130(3)	**RT TAG**				

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Page 4 Date Completed: 2/25/2009

CODES *(use all that apply)*

RT: Required Technical Courses **CT2:** Eligible for CT2 Credit

RA: Other Required Courses **TAG:** Eligible for TAG Credit

RE: Recommended Electives

CC: Other College Credit Opportunities (based on articulation or dual/concurrent enrollment agreements with partner high school)

2008 - 2009 Program of Study - Postsecondary Semesters

Postsecondary Institution: **Stark State College**

College Major: (*if applicable*) **Logistics Option** **College Degree: (*if applicable*)** **AAB**

Specify Industry Credential Opportunities (if applicable):

Certificate, Adult and/or Apprenticeship Program: (*if applicable*)

Secondary Program Name: Marketing Technologies Secondary School Name: Louisville High School District Name: Stark County JVS

	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code
Year 1 1st Sem.	Business Administra-tion BUS121(4)	**RT**	Business Computer Apps BCA120 (4)	**RT CC**	Business Math BUS123(4)	**RA**	College Composi-tion ENG124(3)	**RA**	Effective Speaking COMM121(3)	**RA TAG**						
Year 1 2nd Sem.	Principles of Marketing MKT121(3)	**RT TAG**	Micro-economics BUS221(3)	**RA TAG**	Quantitative Business Statistics ACC127(4)	**RA**	Business Communi-cation ENG230(3)	**RA TAG**	Financial Accounting ACC132(4)	**RT TAG**						
Year 2 1st Sem.	Principles of Manage-ment MGT121(3)	**RT**	Micro-economics BUS221(3)	**RA TAG**	Supply Chain Manage-ment MKT226(3)	**RT**	Internet Marketing MKT232(2)	**RT**	Managerial Accounting ACC133(4)	**RT TAG**	Sociology SOC121(3)	**RA TAG**				
Year 2 2nd Sem.	Market Planning MKT229(4)	**RT**	Market Research MKT233(3)	**RT**	Principles of Transporta-tion MKT234(3)	**RT**	Introduction to Logistics MKT235(4)	**RT**	Business Law & Ethics ACC130(3)	**RT TAG**						

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