

2008 - 2009 Program of Study - Secondary

Submitted by CTPD Name: _____

CTPD Number: _____

Secondary Program Information

School District Name: Massillon City Schools
School District IRN: 044354
Building (location) Name: Massillon Washington High School
Building (location) IRN: 039602

Career Field: Marketing
Pathway Name: Marketing Communications
Program Name: E-Commerce
EMIS Subject Code: 040815
Local Program Name: E-Commerce/Marketing

Specify Industry Credential Opportunities (if applicable): _____

									Required or Elective Academic Course and Other Courses				Career and Technical 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 or Integrated I	RA	Physical Science	RA	U.S. History	RA	Health ----- Phys. Ed	RA	Elective	RE	Elective			
10	English 10	RA	Geometry or Integrated 2	RA	Biology/Lab	RA	Modern U.S. History	RA	PE/Elective	RA	Elective	RE	Elective			
11	English 11	RA	Alg.2/Tri. Or Integrated 3	RA	Chem/Earth Science/Lab	RA	U.S. Government	RA					Marketing E-Commerce	CT CC		
12	English 12	RA	Senior Math Option	RA	Science	RE			Elective	RE	Elective	RE	Marketing E-Commerce	CT CC		

Contact Person: Tim Wolf
Title: Career Tech Director
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E-mail: twolf@massillon.sparcc.org
 Page I Date Completed 2/2/2009

CODES (use all that apply)

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

2008 - 2009 Program of Study - Postsecondary Semesters

Postsecondary Institution: Stark State College
 College Major: (if applicable) Marketing & Mgmt Tech College Degree: (if applicable) AAB
 Specify Industry Credential Opportunities (if applicable): _____

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

Secondary Program Name: E-Commerce/Marketing Secondary School Name: Massillon Washington High School District Name: Massillon City Schools

	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code
Year 1 1st Sem.	Business Administration 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 Communication 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

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: E-Commerce/Marketing Secondary School Name: Massillon Washington High School District Name: Massillon City Schools

	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code
Year 1 1st Sem.	Business Administration 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	Quantitative Business Statistics ACC127(4)	RA	Business Communication ENG230(3)	RA TAG	Financial Accounting ACC132(4)	RT TAG	Internet Design Tools ECA154(3)	RT						
Year 2 1st Sem.	Principles of Management 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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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: E-Commerce/Marketing Secondary School Name: Massillon Washington High School District Name: Massillon City Schools

	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code
Year 1 1st Sem.	Business Administration BUS121(4)	RT	Business Computer Apps BCA120 (4)	RT CC	Business Math BUS123(4)	RA	College Composition ENG124(3)	RA	Effective Speaking COMM121 (3)	RA TAG						
Year 1 2nd Sem.	Principles of Marketing MKT121(3)	RT TAG	Microeconomics BUS221(3)	RA TAG	Quantitative Business Statistics ACC127(4)	RA	Business Communication ENG230(3)	RA TAG	Financial Accounting ACC132(4)	RT TAG						
Year 2 1st Sem.	Principles of Management MGT121(3)	RT	Microeconomics BUS221(3)	RA TAG	Sales MKT221(3)	RT	Managerial Accounting ACC133(4)	RT TAG	Consumer Behavior MKT227 (3)	RT						
Year 2 2nd Sem.	Supervision MGT221(3)	RT	Supply Chain Management MKT226(3)	RT	Human Resource Management MGT224(3)	RT	Market Planning MKT229(4)	RT	Sociology SOC121(3)	RA TAG	Business Law & Ethics ACC130(3)	RT TAG				

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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: E-Commerce/Marketing Secondary School Name: Massillon Washington High School District Name: Massillon City Schools

	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code
Year 1 1st Sem.	Business Administration BUS121(4)	RT	Business Computer Apps BCA120 (4)	RT CC	Business Math BUS123(4)	RA	College Composition 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 Communication ENG230(3)	RA TAG	Financial Accounting ACC132(4)	RT TAG						
Year 2 1st Sem.	Principles of Management MGT121(3)	RT	Micro-economics BUS221(3)	RA TAG	Supply Chain Management 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 Transportation MKT234(3)	RT	Introduction to Logistics MKT235(4)	RT	Business Law & Ethics ACC130(3)	RT TAG						

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