## Business Program Elective

### Programs of Study

**Marketing**

- **High School**
  - **FIRST TERM**
    - BA 101: Introduction to Business
  - **SECOND TERM**
    - BA 235: Social Media Marketing
  - **THIRD TERM**
    - BA 239: Advertising
  - **FOURTH TERM**
    - BA 234: International Marketing
  - **PCC**
    - BA 249: Principles of Retailing and E-tailing
  - **FIFTH TERM**
    - BA 280B: CE Business Experience Seminar
  - **SIXTH TERM**
    - BA 289: Marketing Capstone

- **PCC Dual Credit Articulated Courses**
  - 1-year Certificate
  - Minimum of 46 credits

**Computer Applications**

- **High School**
  - **SECOND TERM**
    - BA 203: Introduction to International Business
  - **THIRD TERM**
    - BA 236: Product Management and Branding
  - **FOURTH TERM**
    - BA 249: Principles of Retailing and E-tailing
  - **FIFTH TERM**
    - CAS 208: CE Business Experience Seminar
  - **SIXTH TERM**
    - General Education Credit

**Introduction to Business Marketing**

- **High School**
  - **FIRST TERM**
    - BA 101: Introduction to Business
  - **SECOND TERM**
    - BA 235: Social Media Marketing
  - **THIRD TERM**
    - WR 121: English Composition
  - **FOURTH TERM**
    - Business Program Elective
  - **PCC**
    - BA 203: Introduction to International Business
  - **THIRD TERM**
    - CAS 216: Beginning Word
  - **FOURTH TERM**
    - CAS 208: CE Business Experience Seminar
  - **SIXTH TERM**
    - General Education Credit

**Sports Marketing**

- **High School**
  - **SECOND TERM**
    - BA 249: Principles of Retailing and E-tailing
  - **THIRD TERM**
    - CAS 216: Beginning Word
  - **FOURTH TERM**
    - BA 280B: CE Business Experience Seminar
  - **SIXTH TERM**
    - BA 289: Marketing Capstone

**Sales and Promotion**

- **High School**
  - **SECOND TERM**
    - BA 249: Principles of Retailing and E-tailing
  - **THIRD TERM**
    - CAS 216: Beginning Word
  - **FOURTH TERM**
    - BA 280B: CE Business Experience Seminar
  - **SIXTH TERM**
    - BA 289: Marketing Capstone

**Sports Marketing 1**

- **High School**
  - **SECOND TERM**
    - BA 249: Principles of Retailing and E-tailing
  - **THIRD TERM**
    - CAS 216: Beginning Word
  - **FOURTH TERM**
    - BA 280B: CE Business Experience Seminar
  - **SIXTH TERM**
    - BA 289: Marketing Capstone

**Sports Marketing 2**

- **High School**
  - **SECOND TERM**
    - BA 249: Principles of Retailing and E-tailing
  - **THIRD TERM**
    - CAS 216: Beginning Word
  - **FOURTH TERM**
    - BA 280B: CE Business Experience Seminar
  - **SIXTH TERM**
    - BA 289: Marketing Capstone

**Retail Management**

- **High School**
  - **SECOND TERM**
    - BA 249: Principles of Retailing and E-tailing
  - **THIRD TERM**
    - CAS 216: Beginning Word
  - **FOURTH TERM**
    - BA 280B: CE Business Experience Seminar
  - **SIXTH TERM**
    - BA 289: Marketing Capstone

**Personal Finance**

- **High School**
  - **SECOND TERM**
    - BA 249: Principles of Retailing and E-tailing
  - **THIRD TERM**
    - CAS 216: Beginning Word
  - **FOURTH TERM**
    - BA 280B: CE Business Experience Seminar
  - **SIXTH TERM**
    - BA 289: Marketing Capstone

**Marketing, Merchandising, and Sales**

- **High School**
  - **SECOND TERM**
    - BA 249: Principles of Retailing and E-tailing
  - **THIRD TERM**
    - CAS 216: Beginning Word
  - **FOURTH TERM**
    - BA 280B: CE Business Experience Seminar
  - **SIXTH TERM**
    - BA 289: Marketing Capstone

**Accountants and Auditors**

- **High School**
  - **SECOND TERM**
    - BA 249: Principles of Retailing and E-tailing
  - **THIRD TERM**
    - CAS 216: Beginning Word
  - **FOURTH TERM**
    - BA 280B: CE Business Experience Seminar
  - **SIXTH TERM**
    - BA 289: Marketing Capstone

**Advertising Managers**

- **High School**
  - **SECOND TERM**
    - BA 249: Principles of Retailing and E-tailing
  - **THIRD TERM**
    - CAS 216: Beginning Word
  - **FOURTH TERM**
    - BA 280B: CE Business Experience Seminar
  - **SIXTH TERM**
    - BA 289: Marketing Capstone

**Business Executives**

- **High School**
  - **SECOND TERM**
    - BA 249: Principles of Retailing and E-tailing
  - **THIRD TERM**
    - CAS 216: Beginning Word
  - **FOURTH TERM**
    - BA 280B: CE Business Experience Seminar
  - **SIXTH TERM**
    - BA 289: Marketing Capstone

**Marketing Managers**

- **High School**
  - **SECOND TERM**
    - BA 249: Principles of Retailing and E-tailing
  - **THIRD TERM**
    - CAS 216: Beginning Word
  - **FOURTH TERM**
    - BA 280B: CE Business Experience Seminar
  - **SIXTH TERM**
    - BA 289: Marketing Capstone

**Property and Real Estate Managers**

- **High School**
  - **SECOND TERM**
    - BA 249: Principles of Retailing and E-tailing
  - **THIRD TERM**
    - CAS 216: Beginning Word
  - **FOURTH TERM**
    - BA 280B: CE Business Experience Seminar
  - **SIXTH TERM**
    - BA 289: Marketing Capstone

**Small Business Operators**

- **High School**
  - **SECOND TERM**
    - BA 249: Principles of Retailing and E-tailing
  - **THIRD TERM**
    - CAS 216: Beginning Word
  - **FOURTH TERM**
    - BA 280B: CE Business Experience Seminar
  - **SIXTH TERM**
    - BA 289: Marketing Capstone

**Marketing Research**

- **High School**
  - **SECOND TERM**
    - BA 249: Principles of Retailing and E-tailing
  - **THIRD TERM**
    - CAS 216: Beginning Word
  - **FOURTH TERM**
    - BA 280B: CE Business Experience Seminar
  - **SIXTH TERM**
    - BA 289: Marketing Capstone

This program of study should serve as a guide, along with other career planning materials, as you continue your career path. Courses listed within this plan are only recommended coursework and should be individualized coursework to meet each learner's educational and career goals.