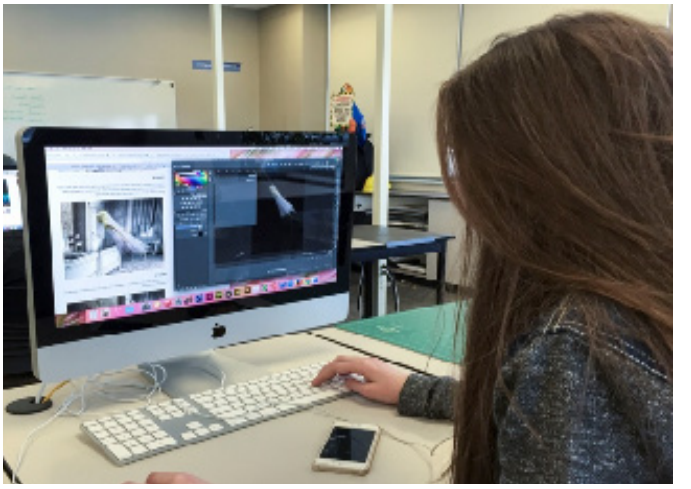
Social Media Marketing (04235)

Grades 9 - 12 0.5 credit Spring Semester Online + hands-on component

Social Media Marketing presents the use of on-line social networking as a business strategy designed to increase customer loyalty and inquiry conversion. Students will study major social media channels and marketing campaign techniques, and evaluate contemporary and emerging tools in the digital marketplace including social bookmarking and techniques to drive social media traffic. Analyses of social media effectiveness will also be explored. Social Media Marketing is an entry level course in The Business Administration Program of Study for Marketing Education.



Principles of Entrepreneurship (04110)

Grades 9 - 12 0.5 credit Spring Semester
Online + hands-on component

Have you ever thought of owning your own business? This is a marketing course that introduces students to a wide array of entrepreneurial concepts and skills. Students will develop an appreciation for marketing's role in the development and success of a new business. Students conduct thorough market planning for their ventures: selecting target markets; conducting market, SWOT, and competitive analyses; forecasting sales; setting marketing goals and objectives; selecting marketing metrics; and setting a marketing budget. The capstone activity in the course is the development of detailed marketing plans for students' start-up businesses.

Technology & Engineering

****Science credit option is available for STEM I and II. Science credit option is not CTE credit and is not accepted toward the state CTE Scholarship.**

STEM Seminar I

*This course can be coded as Tech Ed credit (10610) or **Science credit (13150).*

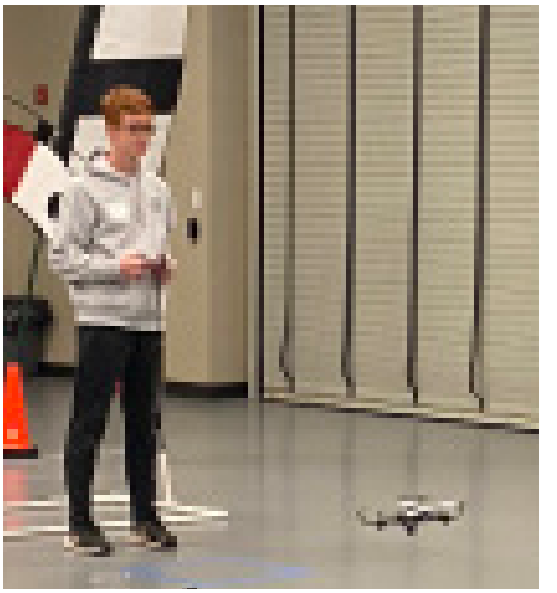
Grades: 9 - 12 0.5 Credit Fall Semester Online + hands-on component

This is a project-based course in which students use Science, Technology, Engineering and Math to solve real world problems. Students will design projects such as bridges, assistive-reach devices, parachutes, etc. Students will use common, everyday materials to design prototypes of products that help people in the real world. STEM focuses on the basics of the Engineering Design Process. STEM careers will also be explored. There are no textbooks, quizzes, or tests. All grading will be based on the effort in the creation of a product, participation in discussion, and use of the engineering design process. *Schools will be required to purchase applicable course materials (approximately $15 or less per student).

STEM SEMINAR II

*This course can be coded as Tech Ed credit (10610), **Science credit (13150).*

Grades: 9 - 12 0.5 Credit Spring Semester
Online + hands-on component



Students will explore concepts such as energy, power, and agricultural engineering. STEM careers will also be explored. There are no textbooks, quizzes, or tests. All grading will be based on the effort in the creation of a product, participation in discussion, and use of the engineering design process. *Schools will be required to purchase applicable course materials (approximately $15 or less per student).

FOUNDATIONS OF ENGINEERING & TECHNOLOGY (10094)

Grades: 9 - 12 0.5 Credit Fall Semester Online + hands-on component
Prerequisite: STEM SEMINAR I or II

Would you prefer to learn by doing? Do you like to build things? In this class, students will complete design challenges while researching better solutions, designing 3D models and actual models, testing and evaluating products. Some possible hand's-on projects include developing and designing a wind turbine, solar car, CO2 dragster, a mousetrap car, and a glider. This course consists of two separate learning units, each nine weeks in length: Energy and Power Technologies and Transportation Technologies. STEM careers and safety will also be explored. *Schools will be required to purchase applicable course materials (approximately $35 or less per student). **Additional course material and supplies include items such as saws, drills, etc. to complete projects.

FOUNDATIONS OF ENGINEERING AND TECHNOLOGY II (10094)

Grades: 9 - 12 0.5 Credit Spring Semester
Online + hands-on component
Prerequisite: Foundation of Engineering I

In this class, students will complete design challenges while researching better solutions, designing 3D models and actual models, testing and evaluating products. Some possible hand's-on projects include developing and designing a bridge, a survival shelter, a prosthetic arm, a robot and a rocket. This course consists of two separate learning units, each nine weeks in length: Manufacturing Technologies and Construction Technologies. STEM careers and safety will also be explored. *Schools will be required to purchase applicable course materials (approximately $35 or less per student). **Additional course material and supplies include items such as saws, drills, etc.. to complete projects.