



The *I.T. Academy (ITA)* is the integration of three career-technical majors: Business and Marketing Technology, Computer Science and Forensics, and Software Engineering and Web Development. Students enroll in the program major of their choice and are provided with opportunities to expand their knowledge by learning from experts in related content areas.

# business & marketing technology

Students interested in online marketing, business, entrepreneurship and web design should consider the *Business and Marketing Technology* major. This interactive two-year course includes innovative methods to leverage social networking sites (i.e., Facebook) and search engines like Google to maximize strategic marketing practices and website positioning. Instruction in business law and ethics, financial analysis, and fundamental business operations will provide students with the technical skills and management expertise to transition into the workplace or pursue additional education towards a degree. Students will have the opportunity to receive the *Internet and Computing Core Certification (IC<sup>3</sup>)* and the *Adobe Photoshop Certified Associate Certification*.

---

### Employment Opportunities:

- *Entrepreneur*
- *Market research*
- *Information technology*
- *Marketing manager*
- *Webmaster*
- *Accounting and finance*
- *Advertising and sales*

Students have the opportunity to earn college credits in this program.

### Technical Core Curriculum:

- *Business laws and ethics*
- *Business systems*
- *Marketing management*
- *Information management*
- *Financial management and analysis*
- *International business*
- *Human resources management*
- *Product / service management*
- *Entrepreneurship*
- *Online marketing strategies*
- *Computing fundamentals*
- *Website and graphic design*
- *Office applications*
- *DECA Career Technical Student Organization*