

## **What Type Of Work Is Involved In The Business Contact Cluster?**

- Initiating and carrying out sales campaigns.
- Using mathematical concepts to design financial and economic systems.
- Dealing with all kinds of people from civic leaders to the general public.

## **What are Business Contact Pathways?**

- *Marketing and Sales*
- *Management and Planning*

## **What should you think about when considering a career in the Business Contact Cluster?**

### **Do You . . .**

- ... like working with facts, numbers, and data?
- ... like contact with all kinds of people?
- ... speak and write clearly and accurately?
- ... work independently?
- ... like making decisions?
- ... like initiating and carrying out projects?
- ... care about people, their needs and welfare?

**If you answered YES to most of these questions, a career in the Business Contact cluster may be for you!**

# COMPLETERS

## COMPLETER: *Marketing* Guideline for Course Selections

CREDITS: 4

Refer to Graduation requirements in the Program of Studies for specific course requirements in each content area.

		9	10	11	12
<b>Requirements</b>	<i>Exact scheduling depends on student's plan and school's master schedule</i>	English (1)	English (1)	English (1)	English (1)
		Social Studies (1)	Social Studies (1)	Social Studies (1)	
		Science (1)	Science (1)	Science (1)	
		Mathematics (1)	Mathematics (1)	Mathematics (1)	
		PE (.5) / Health (.5)		PE (.5) / Financial Literacy (.5)	
	<i>May be taken any year</i>	Fine Arts (1)	Technology Ed (1)		
<i>Recommended</i>	World Language (1) Freshman Seminar (.5)	World Language (1)		Mathematics (1)	
<b>Completer Program Requirements</b>				Marketing (1)	Adv. Marketing (1) Work Based Learning Experience (2)
<b>Career Specific Electives</b> <i>(may be taken any year offered after prerequisites have been satisfied)</i>		Business Communications & Keyboarding (1) AP Probability & Statistics (1) Accounting I, II (1-2) Business Law (1) Graphic Communications (1) Issues in American Society (.5) Office Systems Management (1) Political Science (.5) Public Speaking (.5) Sociology (.5) Word Processing (1) World Geography (.5) Technological Issues & Impacts (1)			
<i>8 credits possible per year</i>					
<b>Value Added:</b>		3 credits			
<b>From:</b>		Community College of Baltimore County, Catonsville			
<b>Program:</b>		Business Management - Marketing			

# MAJORS

## CAREER MAJOR: *Advertising* Guideline for Course Selections

CREDITS: 4

Refer to Graduation requirements in the Program of Studies for specific course requirements in each content area.

		9	10	11	12
<b>Requirements</b>	<i>Exact scheduling depends on student's plan and school's master schedule</i>	English (1)	English (1)	English (1)	English (1)
		Social Studies (1)	Social Studies (1)	Social Studies (1)	
		Science (1)	Science (1)	Science (1)	
		Mathematics (1)	Mathematics (1)	Mathematics (1)	Mathematics (1)
		World Language (1)	World Language (1)		
	PE (.5) / Health (.5)		PE (.5) / Financial Literacy (.5)		
<i>May be taken any year</i>	Fine Arts (1)	Technology Ed (1)			
<i>Recommended</i>	Freshman Seminar (.5)				
<b>Career Major</b> <i>(4 minimum credits)</i>			Graphic Communications (1)	Marketing (1) Honors Commercial Art (1) Public Speaking (.5) Creative Writing (.5)	Psychology I or Honors Psychology I (1) Script Writing & Video Production (1) Sociology (.5) Desktop Publishing (1) Economics (.5)
<b>Career Specific Electives</b> <i>(may be taken any year offered after prerequisites have been satisfied)</i>		Art II: 2 & 3 D Art (.5-1) Adv. Marketing (1) AP Language & Composition (1) Business Law (1) Business Principles & Practices (1) Journalistic Writing (.5) Multicultural Literature & Composition (1) Newspaper Production (.5-1) Financial Management Using Software Applications (1) Work Based Learning Experience (.5-1)			
<i>8 credits possible per year</i>					
<b>Related Completers:</b>		Marketing, Print Production, Video Production			

**CAREER MAJOR: *Hospitality & Tourism*** Guideline for Course Selections

**CREDITS: 4**

Refer to Graduation requirements in the Program of Studies for specific course requirements in each content area.

		9	10	11	12
<b>Requirements</b>	<i>Exact scheduling depends on student's plan and school's master schedule</i>	English (1)	English (1)	English (1)	English (1)
		Social Studies (1)	Social Studies (1)	Social Studies (1)	
		Science (1)	Science (1)	Science (1)	
		Mathematics (1)	Mathematics (1)	Mathematics (1)	Mathematics (1)
		World Language (1)	World Language (1)		
		PE (.5) / Health (.5)		PE (.5) / Financial Literacy (.5)	
<i>May be taken any year</i>	Fine Arts (1)	Technology Ed (1)			
<i>Recommended</i>	Freshman Seminar (.5)				
<b>Career Major</b> (4 minimum credits)		Business Principles & Practices (1)	Honors World Language III (1) Leadership Development (.5) Marketing I (1) Economics (.5)	World Geography (.5) Sociology (.5) Psychology I or Honors Psychology I (1) Public Speaking (.5)	
<b>Career Specific Electives</b> (may be taken any year offered after prerequisites have been satisfied)	Accounting I (1) Marketing II (1) AP Psychology (1) Creative Writing (.5) Honors or AP World Language IV, (1) Financial Management Using Software Applications (1) Work Based Learning Experience (.5-1)				
<i>8 credits possible per year</i>					
<b>Related Completers:</b>	Culinary Arts, Business Administration & Management				

**CAREER MAJOR: *International Business*** Guideline for Course Selections

**CREDITS: 4**

Refer to Graduation requirements in the Program of Studies for specific course requirements in each content area.

		9	10	11	12
<b>Requirements</b>	<i>Exact scheduling depends on student's plan and school's master schedule</i>	English (1)	English (1)	English (1)	English (1)
		Social Studies (1)	Social Studies (1)	Social Studies (1)	
		Science (1)	Science (1)	Science (1)	
		Mathematics (1)	Mathematics (1)	Mathematics (1)	Mathematics (1)
		World Language (1)	World Language (1)		
		PE (.5) / Health (.5)		PE (.5) / Financial Literacy (.5)	
<i>May be taken any year</i>	Fine Arts (1)	Technology Ed (1)			
<i>Recommended</i>	Freshman Seminar (.5)				
<b>Career Major</b> (4 minimum credits)		Public Speaking (.5) Business Principles & Practices (1)	Honors World Language III (1) Accounting I (1) Business Law (1) Sociology (.5) Psychology I or Honors Psychology I (1)	Honors or AP World Language IV (1) Economics (.5) World Geography (.5) Marketing (1)	
<b>Career Specific Electives</b> (may be taken any year offered after prerequisites have been satisfied)	Business Communications & Keyboarding (1) Accounting II (1) Adv. Marketing (1) AP Macroeconomics (1) AP Psychology (1) AP Probability & Statistics (1) Issues in American Society (.5) Leadership Development (.5) Financial Management Using Software Applications (1) Work Based Learning Experience (.5-1)				
<i>8 credits possible per year</i>					

**CAREER MAJOR: Mass Communications** Guideline for Course Selections

**CREDITS: 4**

Refer to Graduation requirements in the Program of Studies for specific course requirements in each content area.

		9	10	11	12
<b>Requirements</b>	<i>Exact scheduling depends on student's plan and school's master schedule</i>	English (1)	English (1)	English (1)	English (1)
		Social Studies (1)	Social Studies (1)	Social Studies (1)	
		Science (1)	Science (1)	Science (1)	
		Mathematics (1)	Mathematics (1)	Mathematics (1)	Mathematics (1)
		World Language (1)	World Language (1)		
		PE (.5) / Health (.5)		PE (.5) / Financial Literacy (.5)	
<i>May be taken any year</i>	Fine Arts (1)	Technology Ed (1)			
<i>Recommended</i>	Freshman Seminar (.5)				
<b>Career Major</b> (4 minimum credits)		Drama I (.5)	Journalistic Writing (.5) Drama II (.5) Public Speaking (.5) Creative Writing (.5) Script Writing & Video Production (1)	Psychology I or Honors Psychology I (1) Financial Management Using Software Applications (1) Business Law (1)	
<b>Career Specific Electives</b> (may be taken any year offered after prerequisites have been satisfied)	Business Communications & Keyboarding (1) AP Psychology (1) Business Principles & Practices (1) Economics (.5) Marketing (1) Music Elective (.5-1) Sociology (.5) Speech & Debate (.5) Work Based Learning Experience (.5-1)				
<i>8 credits possible per year</i>					
<b>Related Completers:</b>	Print Production, Video Production				

**CAREER MAJOR: Public Relations** Guideline for Course Selections

**CREDITS: 4**

Refer to Graduation requirements in the Program of Studies for specific course requirements in each content area.

		9	10	11	12
<b>Requirements</b>	<i>Exact scheduling depends on student's plan and school's master schedule</i>	English (1)	English (1)	English (1)	English (1)
		Social Studies (1)	Social Studies (1)	Social Studies (1)	
		Science (1)	Science (1)	Science (1)	
		Mathematics (1)	Mathematics (1)	Mathematics (1)	Mathematics (1)
		World Language (1)	World Language (1)		
		PE (.5) / Health (.5)		PE (.5) / Financial Literacy (.5)	
<i>May be taken any year</i>	Fine Arts (1)	Technology Ed (1)			
<i>Recommended</i>	Freshman Seminar (.5)				
<b>Career Major</b> (4 minimum credits)		Graphic Communications (1)	Public Speaking (.5) Leadership Development (.5) Marketing (1) Business Law (1)	Economics (.5) Sociology (.5) Adv. Marketing (1) Creative Writing (.5)	
<b>Career Specific Electives</b> (may be taken any year offered after prerequisites have been satisfied)	Business Communications & Keyboarding (1) Honors Commercial Art (1) AP Probability & Statistics (1) AP Psychology (1) Desktop Publishing (.5) Music Elective (.5-1) Financial Management Using Software Applications (1) Work Based Learning Experience (.5-1) Art II: 2 & 3 D Art (.5-1)				
<i>8 credits possible per year</i>					
<b>Related Completers:</b>	Marketing				