

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!

For more details, read on...

COMPLETERS

COMPLETER: *Marketing*

CREDITS: 4

- Guideline for Course Selections
- Refer to Graduation Requirements in the Program of Studies for specific course requirements in each content area

Grade →	9	10	11	12
Exact scheduling depends on student's plan and school's master schedule.	English 9 (1)	English 10 (1)	English 11 (1)	English 12 (1)
	US Government (1)	US History (1)	World History (1)	
	Conceptual Physics (1)	Chemistry (1)	Biology (1)	
	Algebra I / Data Analysis (1)	Intermediate Algebra / Data Analysis (1)	Geometry (1)	Algebra II / Data Analysis (1)
	PE (.5) / Health (.5)		PE (.5)	
	Fine Arts (1)	Foundations of Technology (1)		
	World Language (1) Business Communications & Keyboarding (1)	World Language (1)		
Completer Program Requirements		Business Principles and Practices (1) Honors Financial Management Using Software Applications (1)	Marketing (1)	Advanced Marketing (1)
Career Specific Electives (may be taken any year offered after prerequisites have been satisfied)	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), World Geography (.5), Technological Issues & Impacts (1), Internship (.5-1)			
8 credits possible per year				
Value Added: From: Program:	9 credits Community College of Baltimore County, Catonsville Business Management – Marketing			
End of Program Test: Industry: Taken:	Principles of Marketing College Board – CLEP End of Advanced Marketing			

MAJORS

CAREER MAJOR: *Advertising*

CREDITS: 4

- Guideline for Course Selections
- Refer to Graduation Requirements in the Program of Studies for specific course requirements in each content area

Grade →	9	10	11	12
Exact scheduling depends on student's plan and school's master schedule	English 9 (1)	English 10 (1)	English 11 (1)	English 12 (1)
	US Government (1)	US History (1)	World History (1)	
	Conceptual Physics (1)	Chemistry (1)	Biology (1)	
	Algebra I / Data Analysis (1)	Intermediate Algebra / Data Analysis (1)	Geometry (1)	Algebra II / Data Analysis (1)
	World Language (1)	World Language (1)		
	PE (.5) / Health (.5)		PE (.5) / Financial Literacy (.5)	
	Fine Arts (1)	Foundations of Technology (1)		
Career Major (4 minimum credits)		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)
Career Specific Electives (may be taken any year offered after prerequisites have been satisfied)	Art II: 2 & 3 D Art (.5), Adv. Marketing (1), AP Language & Composition (1), Business Law (1), Business Principles & Practices (1), Journalistic Writing (.5), Newspaper Production (.5-1), Honors Financial Management Using Software Applications (1), Internship (.5-1)			
8 credits possible per year				
Related Completers:	Marketing, Print Production, Video Production			

CAREER MAJOR: *Hospitality & Tourism*

CREDITS: 4

- Guideline for Course Selections
- Refer to Graduation Requirements in the Program of Studies for specific course requirements in each content area

Grade →	9	10	11	12
Exact scheduling depends on student's plan and school's master schedule	English 9 (1)	English 10 (1)	English 11 (1)	English 12 (1)
	US Government (1)	US History (1)	World History (1)	
	Conceptual Physics (1)	Chemistry (1)	Biology (1)	
	Algebra I / Data Analysis (1)	Intermediate Algebra / Data Analysis (1)	Geometry (1)	Algebra II / Data Analysis (1)
	World Language (1)	World Language (1)		
	PE (.5) / Health (.5)		PE (.5) / Financial Literacy (.5)	
	Fine Arts (1)	Foundations of Technology (1)		
Career Major (4 minimum credits)		Business Principles & Practices (1)	Honors World Language III (1) Marketing (1) Economics (.5)	World Geography (.5) Sociology (.5) Psychology I OR Honors Psychology I (1) Public Speaking (.5)
Career Specific Electives (may be taken any year offered after prerequisites have been satisfied)	Accounting I (1), Advanced Marketing (1), AP Psychology (1), Creative Writing (.5), Honors or AP World Language IV (1), Honors Financial Management Using Software Applications (1), Internship (.5-1)			
8 credits possible per year				
Related Completers:	Culinary Arts, Business Administration & Management			

CAREER MAJOR: *International Business*

CREDITS: 4

- Guideline for Course Selections
- Refer to Graduation Requirements in the Program of Studies for specific course requirements in each content area

Grade →	9	10	11	12
Exact scheduling depends on student's plan and school's master schedule	English 9 (1)	English 10 (1)	English 11 (1)	English 12 (1)
	US Government (1)	US History (1)	World History (1)	
	Conceptual Physics (1)	Chemistry (1)	Biology (1)	
	Algebra I / Data Analysis (1)	Intermediate Algebra / Data Analysis (1)	Geometry (1)	Algebra II / Data Analysis (1)
	World Language (1)	World Language (1)		
	PE (.5) / Health (.5)		PE (.5) / Financial Literacy (.5)	
	Fine Arts (1)	Foundations of Technology (1)		
Career Major (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) Economics (.5)	Honors or AP World Language IV (1) World Geography (.5) Marketing (1) AP Macroeconomics (1) (2) AP Language and Composition (1) AP Literature and Composition (1)
Career Specific Electives (may be taken any year offered after prerequisites have been satisfied)	Business Communications & Keyboarding (1), Accounting II (1), Adv. Marketing (1), AP Psychology (1), AP Probability & Statistics (1), Issues in American Society (.5), Honors Financial Management Using Software Applications (1), Internship (.5-1)			
8 credits possible per year				

CAREER MAJOR: *Mass Communications*

CREDITS: 4

- Guideline for Course Selections
- Refer to Graduation Requirements in the Program of Studies for specific course requirements in each content area

Grade →	9	10	11	12
Exact scheduling depends on student's plan and school's master schedule	English 9 (1)	English 10 (1)	English 11 (1)	English 12 (1)
	US Government (1)	US History (1)	World History (1)	
	Conceptual Physics (1)	Chemistry (1)	Biology (1)	
	Algebra I / Data Analysis (1)	Intermediate Algebra / Data Analysis (1)	Geometry (1)	Algebra II / Data Analysis (1)
	World Language (1)	World Language (1)		
	PE (.5) / Health (.5)		PE (.5) / Financial Literacy (.5)	
	Fine Arts (1)	Foundations of Technology (1)		
Career Major (4 minimum credits)		Drama I (.5)	Journalistic Writing (.5) Drama II (.5) Public Speaking (.5) Creative Writing (.5) Script Writing & Video Production (1) Honors World Language III (1)	Psychology I or Honors Psychology I(1) Honors Financial Management Using Software Applications (1) Business Law (1) Honors or AP World Language IV (1) AP Language and Composition (1) AP Literature and Composition (1)
Career Specific Electives (may be taken any year offered after prerequisites have been satisfied)	Graphic Communications (1), Popular Culture and Composition (.5), Honors Film and Literature (.5), Business Communications & Keyboarding (1), AP Psychology (1), Business Principles & Practices (1), Economics (.5), Marketing (1), Music Elective (.5-1), Sociology (15), Speech & Debate (.5), Internship (.5-1)			
8 credits possible per year				
Related Completers:	Print Production, Video Production			

CAREER MAJOR: *Public Relations*

CREDITS: 4

- Guideline for Course Selections
- Refer to Graduation Requirements in the Program of Studies for specific course requirements in each content area

Grade →	9	10	11	12
Exact scheduling depends on student's plan and school's master schedule	English 9 (1)	English 10 (1)	English 11 (1)	English 12 (1)
	US Government (1)	US History (1)	World History (1)	
	Conceptual Physics (1)	Chemistry (1)	Biology (1)	
	Algebra I / Data Analysis (1)	Intermediate Algebra / Data Analysis (1)	Geometry (1)	Algebra II / Data Analysis (1)
	World Language (1)	World Language (1)		
	PE (.5) / Health (.5)		PE (.5) / Financial Literacy (.5)	
	Fine Arts (1)	Foundations of Technology (1)		
Career Major (4 minimum credits)		Graphic Communications (1)	Public Speaking (.5) Marketing (1) Business Law (1) Honors World Language III (1)	Economics (.5) Sociology (.5) Adv. Marketing (1) Creative Writing (.5) Honors or AP World Language IV (1) AP Language and Composition (1) AP Literature and Composition (1) Popular Culture Language and Composition (.5)
Career Specific Electives (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), Honors Financial Management Using Software Applications (1), Internship (.5-1), Art II:2 & 3 D Art (.5-1)			
8 credits possible per year				
Related Completers:	Marketing			