

COLLEGE: Montgomery College

HIGH SCHOOLS: M. Blair, J. H. Blake, T. Wootton

CLUSTER: Business Management and Finance

MCPS PROGRAM: Marketing

MC PROGRAM: Business A.A.

Marketing is a creative, dynamic, and competitive field that requires a skilled professional understanding of consumer behavior and economic trends in order to gain a competitive advantage on today's global marketplace. Sales and marketing careers make up one-third of the entire work force in the United States. Many interesting and challenging college and career opportunities in areas such as sales, market research, advertising, retail buying, distribution management, product development, and wholesaling await the program graduate. Marketing opportunities also exist in many other organizations, including hospitals, museums, universities, the armed forces, and various government service agencies.

STUDENT ENTRY POINTS

GRADE	ENGLISH	MATH	SCIENCE	SOCIAL STUDIES	REQUIRED COURSES				
					RECOMMENDED ELECTIVE COURSES		OTHER ELECTIVE COURSES		
CAREER AND TECHNICAL EDUCATION COURSES									
SECONDARY	9	English	Mathematics	Science	Social Studies	Foreign Language	Physical Education	◆ Software Applications by Design A/B	
	<b>Software Applications by Design, Accounting, and Psychology are highly recommended courses.</b>								
	10	English	Mathematics	Science	Social Studies	Foreign Language	Health (.5) Personal Finance (.5)	Fine Arts	
	11	English	Mathematics	Science	Social Studies	Technology Education Credit	Marketing A/B	Entrepreneurship and Business Management 1A/B	
	<b>An marketing internship or capstone experience is encouraged.</b>								
12	English	Mathematics	Science		Advanced Marketing A/B	Internship-Business Management & Finance (BMF) A/B	College-BMF Guided Research-BMF	Personal Finance	
<b>An articulation agreement is being developed.</b>									
POSTSECONDARY	Year 1 1st Semester	Elective (EN 101 will satisfy this elective)	Mathematics Foundation		Behavioral & Social Sciences Distribution	BA 101 Introduction to Business	◆ CA 120 Introduction to Computer Applications		
	Year 1 2nd Semester	English Foundation		Natural Sciences Lab Distribution	Humanities Distribution	Arts Distribution	Speech Foundation		
	Year 2 1st Semester			Natural Sciences Non-Lab Distribution	Health Foundation	AC 201 Accounting I	EC 201 Principles of Economics I	BA 210 Statistics for Business & Economics	MA 116 Elements of Statistics
	Year 2 2nd Semester	Arts or Humanities Distribution				AC 202 Accounting II	EC 202 Principles of Economics II	MG 201 Business Law or elective	

Students who complete the MCPS program (courses in red) in high school do not have to repeat the courses in red at MC.



This MCPS CTE program is approved by the Maryland State Department of Education for graduates in 2012.

Required Courses
Recommended Elective Courses
Career and Technical Education Courses
Credit-Based Transition Programs (e.g. Dual/Concurrent Enrollment, Articulated Courses, 2+2+2)
(◆=High School to Com. College) (●=Com. College to 4-Yr Institution) (■=Opportunity to test out)



# Business Management and Finance

2009–2010

Marketing (OASIS Code = MK) CIP 52.1451.4			
Requirements for Program Completion (1 credit A – highly recommended) + (3 credits B) + (1 credit C)			
Code	Course #	Course Title	Credit
A	4158	Personal Finance	.5
	2903/2904	Software Applications by Design A/B	1.0
B	5450/5451	Entrepreneurship and Business Management 1A/B	1.0
	5431/5432	Marketing A/B	1.0
	5433/5434	Advanced Marketing A/B*	1.0
C	5471	Internship–Business Management and Finance (Unlimited repeats)	.5
	4074	College–Business Management and Finance (Advanced Level; Unlimited repeats)	.5
	4046/4047	Guided Research–Business Management and Finance A/B	1.0

**\*NOTE:** Students enrolled in this course are eligible to take the College-Level Examination Program (CLEP<sup>®</sup>) exam at Walter Johnson High School for college credit. CLEP<sup>®</sup> is a College Board administered program that provides students an opportunity to earn college credit or advanced standing.

For more information, go to:

<http://www.montgomeryschoolsmd.org/departments/cte/toolkit/ClusterInfo/Business/index.shtml>.