

Marketing and Entrepreneurship

QuickBooks® Certified User
Professional Certified Marketer



INFORM. ENGAGE. PREPARE.

9TH & 10TH GRADE

PATHWAY OVERVIEW

Throughout the Marketing and Entrepreneurship pathway, students are taught to assume a managerial perspective in applying economic principles in marketing and business operations. They learn to analyze operational needs, examine distribution and financial alternatives, manage marketing information, price products and services, develop product/service planning strategies, and promote products and services. This pathway also deals with global marketing in that students analyze marketing strategies employed in the U.S. versus those employed in other countries.

Course 1: Marketing Principles

Course 2: Entrepreneurship - Building a Business

Course 3: Advanced Marketing

Students in the program are responsible for the profitability of the 4C Academy's in-house store, which provides hands-on experience in a retail environment.

REAL WORLD OPPORTUNITY

- Business ownership
- Marketing and strategic business management
- Marketing analytics and data management
- Accounting and finance
- Law and real estate

11TH & 12TH GRADE

INDUSTRY CERTIFICATIONS

The following training courses are offered for students who have completed an accredited marketing or management pathway. Upon completing their course of choice, students will have the opportunity to take the credentialing exam for an industry certification.

Intuit: QuickBooks® Certified User

Students will learn:

- Basic accounting
- Bookkeeping
- Office management
- Payroll principles
- Financial reporting
- QuickBooks Online

American Marketing Association: Professional Certified Marketer

Students will study:

- Marketing strategy
- Global marketing
- Information management
- Consumer behavior
- Product strategy
- Pricing and distribution

Both courses are a combination of in-class instruction and online course work. Student may be responsible for exam fees.

www.4CAcademy.org
PH: 229-431-1562
1615 Newton Road
Albany, GA 31701