

Marketing, Business & Finance



Industry Sector Programs Offered by MDCP



Multiple districts offer programs within Business and Finance. Primarily focused around computer applications, money and business management, these courses prepare the students for the financial and management components that almost every business and organization has. This fundamental knowledge and understanding helps students in many career paths in addition to those in business and finance. In the Business Management pathway, students learn entrepreneurship and business fundamentals, goal-setting, resource allocation, organizational structure and management techniques, economics, and financial data. Cyber literacy, com-

munications, and marketing concepts all make their way into the classroom, as these are all essential skills in today's business world.



Marketing, Sales and Services, which includes Entrepreneurship and business ownership courses provide students with the foundational skills to approach business differently in this day and age. Marketing and innovation are two major competitive issues for business today. Marketing includes the processes and techniques of identifying, promoting, and transferring products or services to consumers and is a function of almost every business. It

exists within an environment of rapidly changing technology and increasing demands for ethical and social responsibility. Students will better understand communication skills, small business, self-employment, advertising, marketing strategies, product and service management, and promotion and selling concepts. Students are often asked to create a portfolio, or similar collection of work, which helps them to better market themselves while looking for a career and be more prepared for a job interview in this industry sector.

Districts that offer this Industry Sector



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