



CLIFTON HIGH SCHOOL CAREER ACADEMY MARKETING CONCENTRATION

Description and General Information

The Marketing Concentration within the Career Academy is designed for students interested in all aspects of the marketing environment. Students will acquire foundational knowledge and skills for entry and advanced level coursework in higher educational institutions, which includes the fundamental knowledge of business and marketing concepts from around the globe. Students will gain skills in advanced elements of Marketing and Career Readiness and will utilize simulation software and 3D printing. A certificate will be awarded upon successful completion of all required courses. Students will participate in the School-to-Work Program in their senior year. Students will also have the opportunity to join the Future Business Leaders of American and DECA. Possible careers related to this sequence are Public Relations, Market Research Analyst, Advertising/Brand, Management, Media Buyer, Event Planner, Promotion Management and Marketing. Students will be placed with a mentor/adviser to monitor and guide their progress through the Career Academy.

Course Schedule

9 th Grade	10 th Grade	11 th Grade	12 th Grade
English I	English II	English III	English IV
World History	US History I	US History II	Web Design
Physical Education	Physical Education	Physical Education	Physical Education
World Language I	World Language II	Elective	Elective
Lunch	Lunch	Lunch	Lunch
Algebra I	Geometry	Algebra II	Math or elective
Biology	Chemistry	Physics	Graphic Design
Personal Finance	Marketing Concept	Marketing & Advertising	Co-op Marketing Education

Associated extra-curricular clubs

Language Club (based on World Language class taken)

CBE / Future Business Leaders of America Club

DECA

Financial Management Club

Application

Applicants must have all prepared documents and application submitted by the application deadline in order to be considered for acceptance into the program for the following school year.
