



# Business & Marketing Academy

The Business & Marketing Academy incorporates banking and credit, financial planning, accounting, economics as well as entrepreneurial and marketing skills. Upon successful completion of one of the areas of concentration (earning a C or higher in each concentration course, beginning with the Class of 2020), students may receive a green cord for graduation and will be prepared for college and career success. Please see a Business or Marketing teacher for specific details. The Business & Marketing Academy is currently offered at all traditional high schools in Davidson County.

## Business Finance

Students are required to complete three (3) of the following courses, and at least one (1) of those must be a Capstone \*Completer Course.

Accounting 1	Principles of Business & Finance
Accounting 2* Honors	Business Financial Planning*^

In addition, students must choose two (2) courses from the list below:

Business Law^	Entrepreneurship 1^
Microsoft Excel^	Personal Finance
Career Management	Microsoft Word & PowerPoint
Marketing	Internship^
Apprenticeship^	

^This course has a prerequisite. Please see the Davidson County Schools High School Planning Guide or a CDC for more information regarding prerequisites.

## Business Management

Students are required to complete three (3) of the following courses, and at least one (1) of those must be a Capstone \*Completer Course.

Principles of Business & Finance AND  
 Microsoft Word & PowerPoint  
 Business Law\*^ OR Business Financial Planning\*^ OR  
 Entrepreneurship 1\*^

In addition, students must choose two (2) courses from the list below:

Microsoft Excel^	Multimedia & Webpage Design^
Personal Finance	Accounting 1
Career Management	Marketing
Apprenticeship^	Internship^

^This course has a prerequisite. Please see the Davidson County Schools High School Planning Guide or a CDC for more information regarding prerequisites.

## Marketing Management

Students are required to complete the following courses:

Marketing  
 Principles of Business & Finance  
 Entrepreneurship 1\*^

In addition, students must choose two (2) courses from the list below:

Hospitality & Tourism^  
 Microsoft Word & PowerPoint  
 Microsoft Excel^  
 Multimedia & Webpage Design^  
 Career Management  
 Business Law^  
 Personal Finance  
 Apparel 1  
 Internship^  
 Apprenticeship^

^This course has a prerequisite. Please see the Davidson County Schools High School Planning Guide or a CDC for more information regarding prerequisites.

[www.davidson.k12.nc.us](http://www.davidson.k12.nc.us)

Career & Technical Education  
 Davidson County Schools

