Business Management

Granite SCHOOL DISTRICT

Career & Technical Education Website: www.graniteschools.org/cte

Course Information

Location: Check with your Career Center Coordinator
Offered to: 9-12 grades
Credits: CTE, Elective
Length: Semester

Course Description

Business Management seeks to develop sound management skills within students. Students will be able to analyze, synthesize and evaluate business data from marketing, finance, accounting and production and learn how to manage their time and the time and talents of others.

Topics Include:

- Marketing communications
- Marketing strategies
- Target marketing
- Branding
- Publicity
- Public relations
- Print broadcast digital media

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