Exploring Business & Marketing
Career & Technical Education Class  www.graniteschools.org/cte

Course Information
Location: Check with your Career Center Coordinator
Offered to: 8-9 grades
Credits: .50, CTE or Elective
Length: Semester

Course Description
Students will be introduced to key concepts of business and marketing.

You Will:
- Understand basic business, economic and law concepts
- Produce effective communication documents
- Demonstrate employability skills
- Determine skills and characteristics of entrepreneurs
- Understand the concepts needed to market products to achieve a desired outcome
- Prepare, analyze and interpret financial statements
- Understand basic principles of finance
- Understand basic leadership principles

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