Exploring Business & Marketing Class www.gran



Career & Technical Education Class www.graniteschools.org/cte

Course Information

Check with your Career Center Location:

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.



Entrepreneurs replace "I wish" with "I will"



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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