



Rough Rider Roundup

Business, Marketing and Finance

Endorsement

Business and Industry

Overview

The Principles of Business Marketing and Finance course is an introductory course designed to help students explore economies and private enterprise systems, the impact of global business, marketing of goods and services, advertising, and product pricing. Students also analyze the sales process and financial management principles. Students following the Principles of Business Marketing and Finance course pathways develop the skills needed to plan, manage and start a business in today's competitive global market.

Students that begin their academic pathway with Principles of Business Marketing Finance have a variety of content areas to specialize in. The courses in these programs are all held on the SHS campus and include areas such as personal and business finance in Money Matters, entrepreneurship, business management and ownership, as well as marketing courses for students who enjoy advertising and public relations in business.

Students in business, marketing and finance classes also have an opportunity to become involved with organizations such as Junior Achievement.

Pathway for Accounting and Financial Services

Students that complete the prerequisite Principles of Business Marketing and Finance may continue their finance studies in the following grade levels.

Tenth grade – Money Matters

Eleventh grade – Accounting 1

Twelfth grade – Accounting 2

Pathway for Business Management

Students that complete the prerequisite Principles of Business Marketing and Finance may continue their business studies in the following grade levels.

Tenth grade – Business Information Management 1

Eleventh grade – Business Information Management 2

Twelfth grade – Business Management

Pathway for Business Marketing

Students that complete the prerequisite Principles of Business Marketing and Finance may continue their marketing studies in the following grade levels.

Tenth grade – Business Information Management 1 or Sports and Entertainment Marketing and Advertising

Eleventh grade – Entrepreneurship

Twelfth grade – Business Management

Program of Study Information

Additional information for the business, finance or marketing course details, beyond the prerequisite course Principles of Business Marketing and Finance, can be found in the individual course guides for each pathway.

[Accounting and Financial Services](#)

[Business Management](#)

[Business Marketing](#)