



Agriculture



Architecture



Audio/Video



Automotive



Business



Construction



Cosmetology



Culinary Arts



Finance



Healthcare



IT



JROTC



Law



Marketing



Sports Medicine



Teaching

CTAE
Career,
Technical,
& Agricultural
Education



North Paulding High School Career, Technical, and Agriculture Education Promotional Information

**Pathway courses are listed in correct sequence
and any certification that students can obtain
from completion of the pathway.**

Agriculture/Horticulture - 1. Basic Agricultural Science Plant and Landscape Systems 2. General Horticulture Science 3. Landscape Design & Management

The Plant and Landscape pathway will give you an idea about what employment is like in fields relating to fruit and vegetable productions, nursery productions, plant identification, and landscape selection and design. Throughout the three courses of the pathway you will learn about employability skills, useful information that can be applied to their lives as future homeowners. Students will be engaged in projects around the North Paulding campus and greenhouse productions.

The first course includes introduction to all facets of Agriculture, where we have been, where we are, and where we are going. Topics include: horticulture, animal science, mechanics, and biotechnology.

The second course, for plant lovers, goes in depth into the plant industry. Topics include: ornamental horticulture and landscaping, greenhouse production, and fruit/vegetable production. The curriculum covers the ins and outs of how to approach this fantastic field of study, which is a strong industry in our local community.

The third course, students interested in landscape design discuss topics including: hardscape design, patio design, and architectural designs. The course also teaches students how to use the computer aided design (CAD) based ProLandscape software. The software is designed to create planting, softworks, groundworks, and hardwork plans before constructing a landscape.

FFA is the Career Technical Student Organization (CTSO) for this pathway. Students will have opportunities to compete with other schools in the state and nationally. This CTSO also serves as a networking platform for students and offers scholarships for college.

FFA involvement is a fantastic companion to reinforce and build stronger knowledge and understanding, through leadership and competition.

Architecture Drawing and Design – 1. Introduction to Drafting and Design 2. Architectural Drawing and Design I 3. Architectural Drawing and Design II

This pathway will give you an idea about what employment is like in fields relating to architecture, drafting and design. Throughout the three courses of the pathway, you will learn about employability skills, computer aided design (CAD), floor, roof, electrical plans and codes. Students will learn to use architectural tools, measure dimensions, construct floor plans, create blue prints and 3D models on both paper and computers.

The first course introduces students to computer aided drafting and design, drafting techniques through the study of geometric construction, safety and multi-view drawings. The standards are aligned with the national standards of the American Design Drafting Association (ADDA).

The second course students are introduced to the basic terminology, concepts, and principles of architectural design. Emphasis is placed on house designs, floor plans, roof designs, elevations, schedules, and foundations. The standards are aligned with the drafting and design standards in Georgia's technical colleges.

The third course emphasis is placed on the design process, site plans, electrical plans, plumbing plans, sections and details, project presentations, and a course portfolio. The standards are aligned with the drafting and design standards in Georgia's technical colleges.

Skills USA is the Career Technical Student Organization (CTSO) for this pathway. Students will have opportunities to compete with other schools in the state and nationally. This CTSO also serves as a networking platform for students and offers scholarships for college.

**Audio-Video Technology and Film – 1. AVTF I – Technical Foundations of Production
2. AVTF II – Commercial and Broadcast Production
3. AVTF III – Short Film and Documentary Production**

Audio-Video Technology and Film prepares students with the basic technical and planning skills to write, produce, direct, shoot and edit a wide variety of film and video productions. This pathway will give you an idea about what employment is like in fields relating to audio video technology, script writing, and film production. Throughout the three courses of the pathway you will learn about employability skills, use of audio video equipment and computer programs.

The first course prepares students for employment or entry into a postsecondary education program in the Audio and Video Technology career field. Topics covered may include, but are not limited to: terminology, safety, basic equipment, script writing, production teams, production and programming, lighting, recording, editing, studio production, and professional ethics.

The second course covers planning, writing, directing and editing a production, field equipment functions, operational set-up and maintenance, advanced editing operations, studio productions, performance, audio/video control systems, production graphics, career opportunities, and professional ethics.

The third course is designed to facilitate student-led projects under the guidance of the instructor. Students work cooperatively and independently in all phases of production. Students will be engaged in capturing live events, producing news stories about our North Paulding community, creating short films and producing Public Service Announcements and commercials for the programming we are creating. Wolfpack Productions is the in-house production facility students will be learning in and is made up of our classroom space, broadcast studio and control room, and sound recording room. All three courses in the pathway help prepare students for the SkillsUSA end-of-pathway assessment that will let future employers or academic institutions know they have a foundational background in production and broadcast principles. Students will leave the pathway with a portfolio of completed work specific to their area of interest in production.

Skills USA is the Career Technical Student Organization (CTSO) for this pathway. Students will have opportunities to compete with other schools in the state and nationally. This CTSO also serves as a networking platform for students and offers scholarships for college.

Automotive – 1. Basic Maintenance and Light Repair
2. Maintenance and Light Repair II
3. Maintenance and Light Repair III

Automotive Technology is a great training program that prepares students for an entry-level position in the field of automotive repair. The students will develop a broad understanding of the principles of the various systems used in the automotive and light truck repair industry. Students participate in realistic training that teaches them how automotive repair facilities operate. In addition, they will learn industry standards for certificate comprehensive work ethics and customer service. This program will teach students to work with their hands, work with others, leadership and decision-making skills.

The first course, an introduction to basic maintenance and light repair on vehicles, covers parts and tools, maintaining tools, safety, and proper tools use. This course allows students hands-on training for simple fixes to vehicles, such as oil changes, checking tire pressure, and battery replacement. The second course, a more in depth to maintenance and light repair on vehicles, students start learning how to assess problems and finding causes. Topics covered include: general suspension service, steering service, brake system service, and general electrical system servicing. This course allows students hands-on training for fixes to vehicles, such as brake, steering, and suspension services.

The third course focuses on demonstrating and performing what students have learned in the previous classes. Students will be performing general automatic transmission, manual transaxle, and differential service. Students will also be learning and demonstrating knowledge of A/C systems. Students will take certification tests to prepare them for careers and technical school/college.

Skills USA is the Career Technical Student Organization (CTSO) for this pathway. Students will have opportunities to compete with other schools in the state and nationally. This CTSO also serves as a networking platform for students and offers scholarships for college.

Business - 1. Introduction to Business and Technology
2. Business and Technology
3. Business Communications

Business and Technology is the predominant pathway that will prepare you for the workforce in the 21st century. This is the pathway you should choose if your goals are to make a substantial amount of money in the future by working in Corporate America, owning a business, being an administrative assistant, or working with all the sophisticated equipment that will help you be competitive in the global economy.

The first course students will learn about managing and owning a business, general employability skills, ethical and legal issues, as well as gain expertise in making presentations. Students will engage in hands-on learning utilizing Microsoft Office to produce business documents. Students will create newsletters, brochures, and presentations to pitch their business to the class and teacher. The second course students learn how to maintain databases and spreadsheets, how to make informed business decisions, how to solve business dilemmas between companies and governments, and how to publish industry appropriate documents. Students will engage in hands-on learning utilizing Microsoft Office to create and maintain business documents, databases and spreadsheets.

The third course, students will learn how communicate effectively (written and verbal skills), apply persuasive strategies, develop leadership and teamwork skills. Students will engage in hands-on learning with presentations to the class, writing business documents, and working together as a

team. GMetrix Skills practice and Certiport testing is available to become certified in Microsoft Office programs. You will be headed in the right direction if you choose this pathway to meet your career needs.

FBLA is the Career Technical Student Organization (CTSO) for this pathway. Students will have opportunities to compete with other schools in the state and nationally. This CTSO also serves as a networking platform for students and offers scholarships for college.

Business IT - 1. Introduction to Digital Technology

2. Digital Design

3. Web Design and/or AP Computer Science*

*Course meets fourth science or fourth mathematics or world language requirement; Two computer science courses from the same pathway will satisfy two years of sequenced foreign language courses (offered at NPHS only)

The Digital and Web Design pathways give students an introduction into careers with common knowledge and skills related to the preparation for careers that create, use, modify, and engage technology skills. Graphics, multimedia animation, web design, game and application development, networking, and computer repair are all possibilities.

Throughout the three courses of the pathway you will learn about employability skills, programming languages, how to use software programs for graphics design, and how to create animations.

The first course covers topics such as professional communication skills (oral, written, and digital), computer parts (technical language), computer networking, basic coding, drag and drop animation programming, and template/HTML coded webpages. Students will learn about professional communication skills (oral, written, and digital), computer parts (technical language), problem solving skills, computer networking, basic coding, drag and drop animation programming, and template/HTML coded webpages. Students will engage in hands-on learning utilizing Microsoft Office to produce business documents., Alice and Scratch for animation, and Notepad ++ for coding.

The second course covers topics such as emerging technologies, ethical and legal issues, marketing with design principles/color theory, creating documents through Microsoft Publisher, basic introductions to Adobe Photoshop, Illustrator, and Fireworks, and camera/video basics.

Students will learn about emerging technologies, ethical and legal issues, marketing with design principles/color theory, graphic design, graphic alterations, and camera/video basics. Students will engage in hands-on learning utilizing Microsoft Publisher, Adobe Photoshop, Illustrator, Fireworks, DaVinci Resolve. Students will also learn camera shots and basic video production.

The third course covers topics and production in programming languages such as HTML, CSS, Javascript, and Python. A student can also take the AP Computer Science course. This class will allow students to put all their knowledge together. There is an end of pathway test that will give the students a certificate as a Site Development Associate. This test is all about HTML and CSS site development.

FBLA is the Career Technical Student Organization (CTSO) for this pathway. Students will have opportunities to compete with other schools in the state and nationally. This CTSO also serves as a networking platform for students and offers scholarships for college.

Construction – 1. Industry Fundamentals & Occupational Safety
2. Introduction to Construction
3. Carpentry I

The Construction pathway offers students many opportunities to prepare for a career in the construction pathway. Students will progress through a challenging classroom curriculum that is integrated with hands-on projects for opportunities to master rigorous course standards, develop higher order thinking and problem-solving skills, and identify career related education opportunities. The program's classroom and laboratory experiences enable students to gain essential skills preparing them for careers in Carpentry, Plumbing, Masonry, and Electrical. Students will develop leadership skills, build relationships between academic and technical skills, and learn industry standards to achieve The National Center for Construction Education and Research (NCCER) certification.

The first course prepares students for the basic knowledge to function safely on or around a construction site and in the industry in general. Students gain knowledge to prepare for more hands-on learning and producing a product for a customer. Topics include: employability skills, the concepts of construction, how to use tools, and safety procedures. Students will gain knowledge and demonstrate skills that can lead to accreditation by the National Center for Construction Education Research (NCCER) Certification.

The second course, building on student knowledge and skills, introduces students to the history and traditions of the carpentry, masonry, plumbing, and electrical craft trades. Students will learn and apply knowledge of the care and safe use of hand and power tools as related to each trade. In addition, students will be introduced to and develop skills to differentiate between blueprints related to each individual craft area. Students will apply their knowledge with hands-on construction of cabinets, tables, and small building structures.

The third course provides an overview of the building materials used in the carpentry craft, as well as techniques for reading and using blueprints and specifications related to the carpentry craft. Students will learn industry terminology, specific knowledge and skills in construction site layout, floor, and wall framing systems. Students will apply their knowledge with hands-on construction of a scaled version of a house to include; framing, wiring, plumbing, dry-walling, and roofing a kitchen/bathroom.

Skills USA is the Career Technical Student Organization (CTSO) for this pathway. Students will have opportunities to compete with other schools in the state and nationally. This CTSO also serves as a networking platform for students and offers scholarships for college.

Cosmetology- 1. Introduction to Personal Care Service
2. Cosmetology Services II
3. Cosmetology Services III

The Cosmetology pathway offers a preview into all areas of the Cosmetology industry. It covers History, Anatomy, Chemistry, Professionalism, Communications, Exploring careers, Infection Control, Mani/Pedi, Hairstyling, Shampooing, Permanent waves, Haircoloring and haircutting. Students have opportunities to complete live work on real patrons. Student's goal is to earn 1500 hours to sit for a board exam and become licensed Master Cosmetologist. Students can earn up to 450 of those hours upon completion of the pathway.

The first course previews the cosmetology industry and the basics of personal care. Cosmetology is the practice of cosmetic treatment to the skin, hair, and nails. Students will participate in hands-on

skills activities to determine which area they would like to pursue. The environment is energetic, and students can make lasting relationships with clients.

The second course offers the anatomy of hair and skin. Students also learn how to keep the environment safe and clean. Students will engage in hands-on learning with hair care, hair styling, waving hair, skin care, and applying makeup.

Students begin theory work on chemical services to prepare for more hands-on during Cosmetology Services III.

The third course provides students with work ethics, communication, critical thinking, and soft skills practices. Students will engage in hands-on learning with cutting hair, hair color, and relaxers. Students can earn up to 450 hours with the completion of the pathway. Student's goal is to earn 1500 hours to sit for a board exam to become a licensed Master Cosmetologist.

Skills USA is the Career Technical Student Organization (CTSO) for this pathway. Students will have opportunities to compete with other schools in the state and nationally. This CTSO also serves as a networking platform for students and offers scholarships for college.

Culinary Arts - 1. Introduction to Culinary Arts

2. Culinary I

3. Culinary II

This pathway will give you an idea about what employment is like in fields relating to sous chef, chef, and restaurant management. Throughout the three courses of the pathway you will learn about employability skills, safety in the kitchen, sanitation, equipment maintenance, professionalism, and careers in culinary arts.

Curriculum designed by the Georgia Department of Education and is based on American Culinary Federation Standards. The curriculum has articulations with Technical Colleges in Georgia, as well as many of the finest Culinary Arts schools in the nation.

In the first course, Students will learn about fundamental food preparation terms, concepts, and methods in Culinary Arts where laboratory practice will parallel class work. Fundamental techniques, skills, and terminology are covered and mastered with an emphasis on basic kitchen and dining room safety, sanitation, equipment maintenance and operation procedures, professionalism in the culinary industry and career opportunities leading into a career pathway to Culinary Arts.

The second course is designed to create a complete foundation and understanding of Culinary Arts leading to post-secondary education or a foodservice career. Building from techniques and skills learned in Foundation of Culinary Arts, this fundamentals course begins to involve in-depth knowledge and hands on skill mastery of Culinary Arts. At the end of this course, students will take and pass the ServSafe Manager's Exam, or equivalent, as a prerequisite for entrance into Culinary II.

The third course is designed to create a complete foundation and understanding of Culinary Arts leading to post-secondary education or a foodservice career. Building from techniques and skills learned in Culinary Arts I, this fundamentals course involves in-depth knowledge and hands-on skill mastery of Culinary Arts.

FCCLA is the Career Technical Student Organization (CTSO) for this pathway. Students will have opportunities to compete with other schools in the state and nationally. This CTSO also serves as a networking platform for students and offers scholarships for college.

Finance – 1. Introduction to Business and Technology
2. Financial Literacy
3. Principles of Accounting

The Business Accounting Pathway offers students a preview into the amazing world of Business from every aspect, including but not limited to management, entrepreneurship, finance, and marketing. Students in each level will participate in a classroom economy that teaches them monetary responsibility using a classroom business model in which students earn money for exemplary work and pay bills each month.

There is an end of pathway test that is a Financial Literacy Certification. Students also can become certified in Word 2016 through Certiport.

The first course teaches students about professional communication skills, creating, and marketing a business. Students will engage in hands-on learning to produce business documents, create a business plan and pitch it in the final weeks of the semester in a Shark Tank style business presentation. Students are encouraged to earn their Microsoft Office Certification for Word 2016.

The second course offers personal financial teaching about different forms of income, budgeting, paying taxes, student loans, insurance, banking, and credit. Students will engage in hands-on learning by completing the Virtual Business Finance Simulation that allows them to have a hands-on, real-world experience with financial responsibility and decision making.

The third course allows students to analyze financial transactions made by a sole-proprietorship and corporations. Bookkeeping techniques and analysis of real-world business financials, performing payroll functions, and evaluations of the effects that transactions have on the economic health of a business. Students will engage in hands-on learning by utilizing Quickbooks Pro, a widely-used financial software.

FBLA is the Career Technical Student Organization (CTSO) for this pathway. Students will have opportunities to compete with other schools in the state and nationally. This CTSO also serves as a networking platform for students and offers scholarships for college.

Healthcare (Patient Care)- 1. Introduction to Healthcare
2. Essentials of Healthcare
3. Patient Care Fundamentals

The Healthcare pathway will give you an idea about what employment looks like in career fields relating to healthcare, such as certified nursing assistant, registered nurse, veterinarian, pharmacist, paramedic, and doctor. Throughout the three courses of the pathway you will learn about employability, medical terminology, medical law, ethics, infection control, anatomy and physiology, and patient care. This pathway provides entry level skills most commonly associated with the career of Nursing Assistant.

The first course introduces the fundamentals of being in the healthcare field. Topics such as careers, medical law and ethics, wellness, infection control, teamwork, communication, which includes medical abbreviations and terminology. Additionally, students have the opportunity to become certified in American Heart Association CPR and First Aid. Students will engage in hands-on learning by practicing healthcare skills such as how to safely apply personal protective equipment like gloves, masks and medical gowns.

The second course exposes students to the structure and function of every body system. This course is a human anatomy and physiology course and provides a science credit. Students will engage in hands-on learning by practicing skills related to the body systems such as taking a patient's temperature, pulse, and blood pressure. Additionally, students use anatomy in clay to build a human model over the course of the semester.

The third course provides entry level skills most commonly associated with the career of Nursing Assistant. The course meets the curriculum content specified by the Georgia Medical Care Foundation for a Certified Nurse Assistant. Students will engage in hands-on learning by exploring skills such as vital signs, patient personal care, and patient restorative care.

HOSA is the Career Technical Student Organization (CTSO) for this pathway. Students will have opportunities to compete with other schools in the state and nationally. This CTSO also serves as a networking platform for students and offers scholarships for college.

Healthcare (Sports Medicine)-

- 1. Intro to Healthcare**
- 2. Essentials of Healthcare**
- 3. Sports Medicine**

The Sports Medicine Pathway is designed for students who wish to pursue a career in healthcare with a focus on the musculoskeletal system, injury assessment, injury prevention, or rehabilitation including careers in sports medicine, physical therapy, exercise science, etc. This course will allow students to receive basic knowledge in concepts of anatomy and physiology, assessment, preventive and rehabilitative care. Basic skills development is established, including medical terminology, kinesiology, patient assessment, record keeping, and basic life support.

The first course introduces the fundamentals of being in the healthcare field. Topics such as careers, medical law and ethics, wellness, infection control, teamwork, communication, which includes medical abbreviations and terminology. Additionally, students have the opportunity to become certified in American Heart Association CPR and First Aid. Students will engage in hands-on learning by practicing healthcare skills such as how to safely apply personal protective equipment like gloves, masks and medical gowns.

The second course exposes students to the structure and function of every body system. This course is a human anatomy and physiology course and provides a science credit. Students will engage in hands-on learning by practicing skills related to the body systems such as taking a patient's temperature, pulse, and blood pressure. Additionally, students use anatomy in clay to build a human model over the course of the semester.

The third course focuses on helping people improve their athletic performance, recover from injury and prevent future injuries. It is a fast-growing health care field, because health workers who specialize in sports medicine, help many "regular" people as well as athletes. Students will engage in hands-on learning through evaluation of injuries, application of therapeutic modalities, and rehabilitation of athletes. Students will also have the opportunity to engage in taping of injuries or prevention of injuries through wrapping and taping.

HOSA is the Career Technical Student Organization (CTSO) for this pathway. Students will have opportunities to compete with other schools in the state and nationally. This CTSO also serves as a networking platform for students and offers scholarships for college.

JROTC- Leadership, Education and Training I, II, III, IV

The U.S. Army Junior Reserve Officers' Training Corps (JROTC) is a congressionally mandated program that focuses on the youth-oriented mission "Motivating Young People to be Better Citizens". The vision of JROTC is to provide a quality citizenship, character, and leadership development program, while fostering partnerships with communities and educational institutions. As such, it is one of the largest youth programs in the world with more than 310,000 high school students participating annually while enrolled in over 1,700 secondary educational programs and

encompasses a myriad of teaching goals focused on leadership, teamwork, character education, personal responsibility, a sense of accomplishment, and service to the nation. Two of the most important assets for JROTC are the Cadets/students and the nearly 4,000 instructors who lead, guide, and mentor their Cadets.

Army JROTC is one of the few programs available in the high school schedule that can have a profound impact on motivating students to excel and achieve their goals. The JROTC program has the mentors, resources and organizational structure to overcome many of the challenges associated with teaching adolescents.

Cadets enrolled in JROTC have the benefit of being exposed to a disciplined learning environment where focus, followership, leadership and goal setting are not only expected, but realized by each cadet. Cadets begin to realize their full potential and are actively supported by the instructors to achieve their set goals.

In the first course, 1st year cadets learn the basics of JROTC to include proper wear of the uniform (twice a month), marching, military courtesy, respect and discipline. Curriculum focuses on Citizenship, Leadership Theory and Application and Personal Foundations for Success. Cadets participate in weekly drill practice, ceremonies, Physical Training (PE) and bi-weekly uniform inspections. Cadets are integrated into a Company unit, trained and led by more senior cadets during drill and physical training events.

In the second, third, and fourth course, 2nd thru 4th year cadets learn advanced Citizenship, Leadership Theory and Application and Personal Foundations for Success curriculum as well as other topics to include; Wellness, Fitness and First Aid, Citizenship in U.S. History and Government, Map reading & Orienteering. Cadets earn rank and are selected for leadership positions, applying the curriculum to real-world application, leading their fellow cadets on a daily basis.

Drill Team - Cadets compete and are judged as a marching unit against other JROTC programs, focusing on precision and accuracy of marching and attention to detail for uniform inspections.

Raider Team— Cadets compete and in five different fitness and skill events such as Obstacle Course, Team 5K Run, Rope Bridge, Fitness Challenge and Tire Flip.

Rifle Team - Marksmanship program open to all NPHS students which promotes teamwork, self-confidence and marksmanship skills.

JROTC serves as a character and leadership development program within North Paulding High School. Students enrolled in the Wolfpack battalion JROTC program are called “Cadets” and are immersed in a disciplined learning environment. There are approximately 140 Cadets enrolled in the JROTC program which is led by two senior ranking retired Army Instructors. The vision for the program is to provide a quality citizenship, character, and leadership development program, while fostering mutually beneficial partnerships within our community. The mission is “Motivating Young People to be Better Citizens”

Law, Public Safety, Corrections and Security – 1. Introduction to Law and Justice
2. Criminal Justice Essentials
3. Criminal Investigations

This pathway will give you an idea about what employment is like in fields relating to fire services, legal services, protective services, and homeland security. Throughout the three courses, will learn employability skills, use of force, and the court system. There are multiple labs that take you out of the class. For example, you will learn how to properly handle handcuffs, prepare for disasters, and have an in-class mock trial.

The first course is designed to provide students with an introduction to various agencies involved with public safety at the state, federal, and local levels. This course will also introduce the criminal justice system and constitutional law.

The second course will provide an overview of the criminal justice system. Starting with historical perspectives of the origin of the systems, the course reviews the overall structure. Students will become immersed in criminal and constitutional law and will review basic law enforcement skills. The course ends with a mock trial to provide participants with a first-hand experience of the criminal justice system.

The third course explores the basic processes and principles of a criminal investigation. Students will learn about the legal responsibilities, challenges, and tasks of a Patrol Officer, Investigator, and Crime Scene Technician. Students will also learn the importance of preserving and documenting the crime scene along with the identification, collection, and processing of evidence and the contribution of the criminal investigation.

Skills USA is the Career Technical Student Organization (CTSO) for this pathway. Students will have opportunities to compete with other schools in the state and nationally. This CTSO also serves as a networking platform for students and offers scholarships for college.

**Marketing (Marketing Management) – 1. Principles of Marketing
2. Marketing and Entrepreneurship
3. Marketing Management**

The Marketing Management pathway focuses on the processes responsible for identifying, anticipating and satisfying customer requirements in a manner that is profitable for the business. Marketing management involves the organization and coordination of the activities of the business which is aimed at achieving defined objectives. This growing demand for marketers by U. S. companies will cause employers and recruiters to compete fiercely to attract top marketing candidates over the next decade. Students participating in Georgia's Marketing and Management Pathway will obtain knowledge and skills in management and entrepreneurship, professional sales and marketing, buying and merchandising, marketing communications and promotion, marketing information management and research, distribution and logistics, global marketing, and e-marketing.

The first course teaches students all the ways fulfills consumer and business needs and wants for products and services. Students obtain basic knowledge of marketing, employability skills, economics, entrepreneurship, human resources, operations, strategic management, and strategies in global marketing. Students will engage in hands-on learning through presentations and marketing documents.

The second course starts a greater detailed study of marketing while focusing on management with specific focus on small business ownership. Marketing and Entrepreneurship builds up on and experiments the concepts learned in Principles of Marketing with realistic scenarios which test the concepts. Marketing and Entrepreneurship analyzes the qualities needed to be successful in business and focuses on the role of a supervisor.

The third course students will assume a managerial perspective by applying economic principles in marketing, analyzing operation's needs, examining channel management and financial alternatives, managing marketing information, pricing products and services, developing product/service planning strategies, promoting products and services, purchasing, and professional sales. Work-Based Learning opportunity is also available through the Pack Shack.

DECA is the Career Technical Student Organization (CTSO) for this pathway. Students will have opportunities to compete with other schools in the state and nationally. This CTSO also serves as a networking platform for students and offers scholarships for college.

Marketing (Sports and Entertainment Marketing) –

- 1. Principles of Marketing**
- 2. Introduction to Sports and Entertainment Marketing**
- 3. Advanced Sports and Entertainment Marketing**

The Sports and Entertainment pathway focuses on the marketing of sports and entertainment events. These courses will allow students to explore major segments of the sport and event industry and the social and economic impact the industry has on the local and global economy, study the history and foundation of sports and entertainment marketing, current trends as well as forecast future trends, and provides students with opportunities to develop managerial and analytical skills and broaden their knowledge of sports/entertainment marketing. This pathway will give you an idea about what employment is like in fields relating to marketing in sports and entertainment, branding, advertising, and entrepreneurship.

The first course teaches students all the ways fulfills consumer and business needs and wants for products and services. Students obtain basic knowledge of marketing, employability skills, explore major segments of the sport and event industry and the social and economic impact the industry has on the local and global economy. Students will engage in hands-on learning through presentations and marketing documents.

The second course teaches students about history and foundation of sports and entertainment marketing, current trends as well as forecast future trends. This course introduces the student to the major segments of the Sports and Entertainment Industry and the social and economic impact it has on the local, state, national, and global economies.

The third course provides students opportunities to develop managerial and analytical skills and deepen their knowledge in sports/entertainment marketing. Project-based instruction, together with a variety of work-based learning activities, provide real-world application.

Work-Based Learning opportunity is also available through the Pack Shack.

DECA is the Career Technical Student Organization (CTSO) for this pathway. Students will have opportunities to compete with other schools in the state and nationally. This CTSO also serves as a networking platform for students and offers scholarships for college.

Teaching as a Profession -

- 1. Examining the Teaching Profession**
- 2. Contemporary Issues in Education**
- 3. Practicum (Internship)**

Teaching as a Profession prepares students for future positions in the field of education. In Students will be engaged in internship opportunities to teach and observe with a successful mentor teacher.

The first course prepares students for future positions in the field of education with a competitive edge for either entry into the education global marketplace and/or the post-secondary institution of their choice to continue their education and training. Students will study, apply, and practice the use of current technologies, effective teaching strategies, learning environments, instrumental opportunities for diverse learners and students with special needs, and plan instruction based on curriculum standards.

The second course engages the students in observations, interactions, and analyses of critical and contemporary educational issues. Students will investigate issues influencing the social and political contexts of educational settings in Georgia and the United States. Against this backdrop, the

candidate will reflect on and interpret the meaning of education and schooling in a diverse culture and examine the moral and ethical responsibilities of teaching in a democracy.

The third course is a practicum-based class that offers students active teaching experience with a certified teacher mentor. Students will observe, analyze and classify activities of their mentors while comparing personal traits with those of successful teachers.

The student interns will:

- Plan and teach lessons
- Understand and practice confidentiality as it pertains to the teaching profession
- Meet the needs of students with special needs
- Practice professionalism and demonstrate ethical behavior

Future Georgia Educators (FGE) is the Career Technical Student Organization (CTSO) for this pathway. Students will have opportunities to compete with other schools in the state and nationally. This CTSO also serves as a networking platform for students and offers scholarships for college.

Work-Based Learning

This class is a culmination of CTAE pathways providing students with career focus, employability skills and post-secondary success in today's leading industries through job placements. Students receive elective credit and gain valuable lessons from their mentor for their time and experience in the workplace. Students may take WBL their Junior and/or Senior year. They must have a job/internship, on track for graduation, and apply to be in the program.