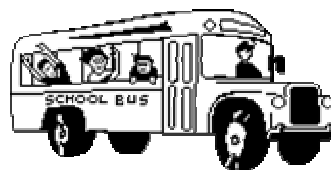


Mountain View High School  
2000 S. Millennium Way  
Meridian, ID 83642

**Marketing Management & Entrepreneurship Magnet**

- Marketing, Management and Sales Pathway
- E-Commerce Pathway



Students enrolled in any courses described in this section will be bussed to the off site location. Some programs do allow students to transport themselves. Qualified students must file an application with their home high school.

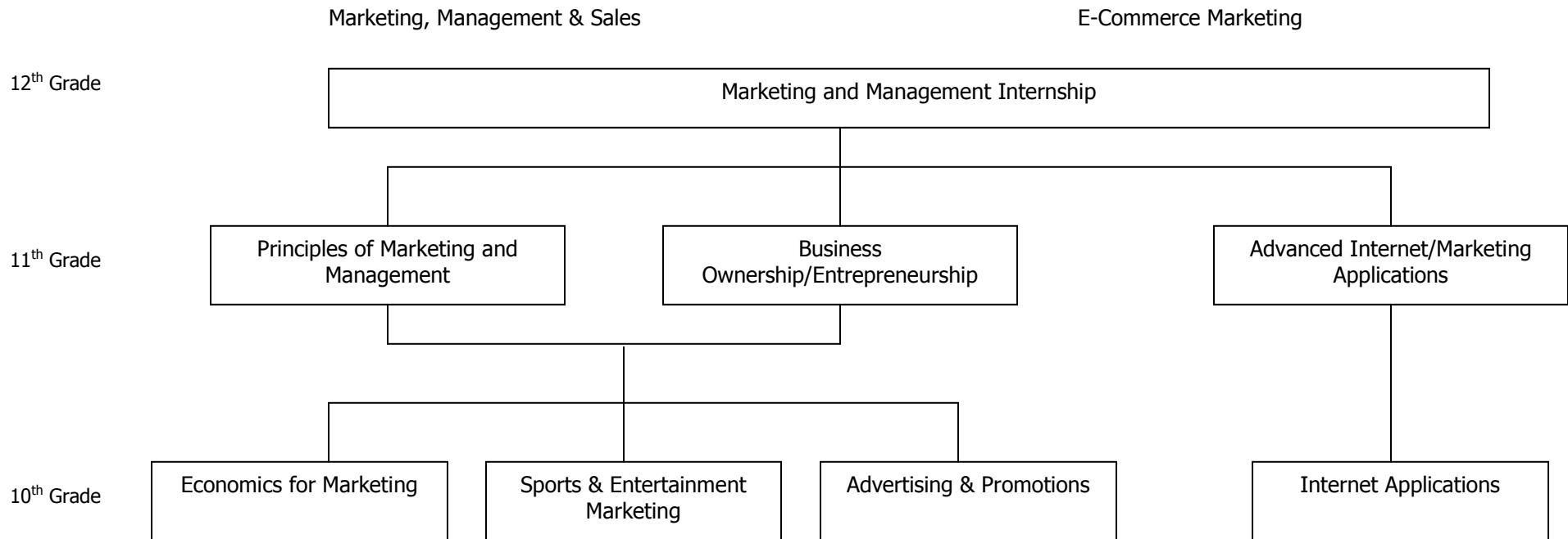


**Marketing, Management & Entrepreneurship Magnet**

**Mountain View High School  
2000 S. Millennium Way**

The Marketing, Management & Entrepreneurship Magnet, located at Mountain View High School, prepares students for careers in marketing, sales, management E-Commerce, and business ownership.

Pathway Options and Suggested Course Sequence



## ***Marketing, Management & Entrepreneurship Magnet***

### **Economics for Marketing (Name Change – Formerly Marketing Economics)** (Course taught at Home High School)

Open to: 10, 11, 12  
Credit: 1 (Technology Requirement)  
Content: This course is an overview of marketing, its scope, significance, and social responsibilities in the U.S. free enterprise system. Theories and principles of the economic free enterprise system will be related to the study of marketing principles in today's society.

### **Sports and Entertainment Marketing** (Course taught at Home High School)

Open to: 10, 11, 12  
Credit: 1 (Technology Requirement)  
Prerequisite: Successful completion of Marketing Economics or Instructor Approval.  
Content: This course is an introduction to the marketing and management functions and tasks that can be applied in amateur or professional sports or entertainment.  
**College**

### **Advertising and Promotions – Mountain View High School**

Open to: 10, 11, 12  
Credit: 1  
Content: This course focuses on the purpose of the promotional strategy of advertising and its role in the marketing environment. Students will learn to create, produce and evaluate advertising campaigns. Emphasis is placed on merchandising products and services through visual display, flyers, posters, newsletters, television, radio and other media.

### **Internet Applications I** (Course taught at Home High School)


Open to: 9, 10, 11, 12  
Credit: 1 (Technology Requirement)  
Prerequisite: Keyboarding skills and successful completion of Computer Apps I and concurrent enrollment in Geometry.  
Content: This course covers the language of the World Wide Web. Students will learn to create and publish web pages, using web graphics and languages such as HTML and Java script. The final project will be the creation of an entire original website which could be published on the internet.

### **Principles of Marketing and Management – Mountain View High School**

Open to: 11, 12  
Credit: 1 (Technology Requirement)  
Prerequisite: Successful completion of Economics for Marketing and Sports and Entertainment Marketing.  
Content: This course is a broad overview of the dynamic activities associated with the role played by marketing elements/concepts, professional sales techniques, business and distribution operations, buying and pricing merchandise, management skills and product planning. Students will learn the basic functions of management and how goals of an organization are accomplished through the effective use of people and other resources.  
**College**




**Business Ownership/Entrepreneurship – Mountain View High School**

Open to: 11, 12  
Credit: 1  
Prerequisite: Successful completion of Economics for Marketing and Sports and Entertainment Marketing.  
Content:  This course is designed to provide students with the knowledge, skills and understanding related to ownership and management of a business. The focus of the course is on the development of a viable business plan related to the student's area of entrepreneurial interest.  
**College**

**Advanced Internet/Marketing Applications** (Course taught at Home High School)

Open to: 11, 12  
Credit: 2 (Technology Requirement)  
Prerequisite: Keyboarding skills and successful completion of Internet Application I or Marketing Course.  
Content: This course focuses in greater depth in web site design and introduces students to basic marketing concepts. Students will work with the Idaho Virtual Incubator team to assist Idaho small businesses in developing an effective web presence and a plan to market their business over the Internet.

**Marketing and Management Internship – Mountain View High School**

Open to: 12  
Credit: 4 (Daily, 2 per semester)  
Prerequisite: Successful completion of Principles of Marketing, Business Ownership, or Advanced Internet/Marketing Applications Entrepreneurship and Instructor Approval.  
Content:  Students will chose an area of focus within one of the following options: Sports and Entertainment: Hospitality, Travel and Tourism; E-Commerce Marketing; International Marketing; Entrepreneurship; and Retail Marketing. Students will be at community businesses 4-classes per week and meet with the District Business and Industry Liaison one class per week. **Students will be responsible for his/her own transportation and is expected to dress appropriately.**