



GLENCOE HIGH SCHOOL BUSINESS & MARKETING

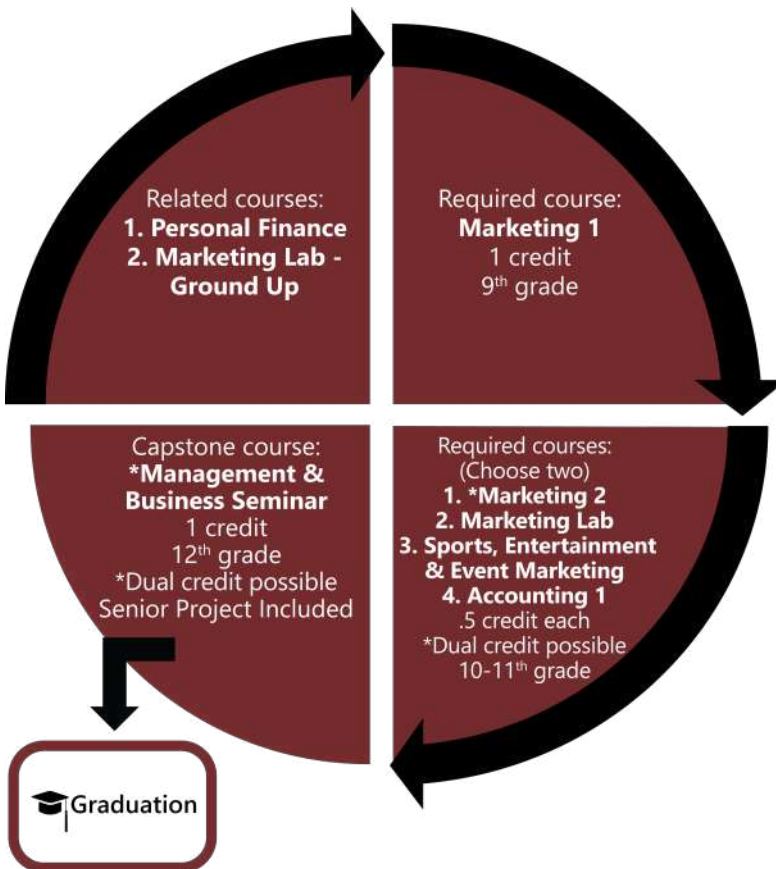
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For students interested in:

- Entrepreneurship
- Marketing
- Merchandising
- Sports marketing
- Social media marketing
- Advertising

SEQUENCE OF COURSES

Please refer to HSD course catalog for more information



PATHWAY TEACHES

STUDENTS TO:

- Understand the importance of marketing and promotion in the sales cycle
- Plan, manage and run student based business enterprises during the school day
- Learn the work flow of a startup entrepreneur
- Learn a variety of software solutions to common business problems
- Create a business plan from business ideas of the student's choice
- Improve speaking and presentation skills
- Understand how to use social media and digital marketing to effectively drive additional revenue

CAREER POSSIBILITIES & SALARY RANGES

• Accountant	\$54,933- \$122,533
• Marketing Manager	\$71,594- \$217,818
• Credit Analyst	\$51,501- \$135,408
• Financial Manager	\$80,766- \$227,573
• Event Planner	\$39,853- \$85,509
• Public Relations Manager	\$58,926- \$170,435
• Budget Analyst	\$65,666- \$109,845

**Salary ranges shown are from the 10th to 90th percentile*

SOME LOCAL COLLEGES & MAJORS

- **PCC**– Associate of Applied Science: Management or Marketing, One-year Certificate: Marketing
- **OSU**– Bachelors of Science: Business Management, Economics, Management, Marketing or Merchandising Management
- **PSU**– Bachelors of Arts: Advertising Management or Marketing
- **U of O**– Bachelors of Science: Advertising, Business Administration, Economics or Public Relations

POTENTIAL LOCAL EMPLOYERS

- Intel
- Qorvo
- Genentech
- Oracle America
- Micron Laser Technology
- Adidas
- First Tech Credit Union
- Adobe Systems Inc.
- Synopsys
- Thermo Fisher Scientific
- Nike

To learn more about career and college opportunities, make an appointment with your counselor 503-844-1900 ext. 3504