

# Bullard High School

# Business Marketing and Technology Pathway

## Program of Study

Year	Class	Linked Learning Courses	Suggested Courses (3-4 Courses)	Work-Based Learning Activities	Certifications	Business Partners
Summer	Summer Bridge + BizCamp					
Year 1	<b>FRESHMEN</b>	<ul style="list-style-type: none"> <li>English 1 (b)</li> <li>Biology (d)</li> <li>Multimedia (Computer Concepts &amp; Adobe Photoshop/Illustrator Introduction) (f)</li> </ul>	Math (c) PE Foreign Language (e)	<ul style="list-style-type: none"> <li>*Ropes Course @ CSU Fresno</li> <li>*Mentor Dinners/Guest Speakers – Quarter 2 &amp; 4</li> <li>*Career Skills Challenge</li> <li>*CyberPatriot Competitions</li> <li>*FBLA</li> <li>*Interviews w/ Business Professionals</li> <li>*Innovation Day – Volunteers</li> <li>*Youth Job Prep Program</li> </ul>		<ul style="list-style-type: none"> <li>*Bitwise</li> <li>*Valley PBS – Natali Carerra</li> <li>*Emmett Valley Construction – Alisa Arrigoni-Emmett</li> <li>*American Indian Shop</li> <li>*Yukon Grill – Rafael Gomez</li> <li>*CareerPillar</li> <li>*KOJ Management &amp; Consulting</li> <li>*Certification Partners</li> </ul>
Summer	Industry Job Shadow Experience (1 or 2 weeks)					
Year 2	<b>SOPHOMORES</b>	<ul style="list-style-type: none"> <li>English 2 (b)</li> <li>Chemistry (d)</li> <li>Modern World History (a)</li> </ul>	Math (c) PE PLTW Computer Science and Software Engineering* Foreign Language (e)	<ul style="list-style-type: none"> <li>*University Field Trip – CSU Fresno Business &amp; FPU Business</li> <li>*Career Skills Challenge</li> <li>*Mentor Dinners/Guest Speakers – Quarter 2 &amp; 4</li> <li>*CyberPatriot Competitions</li> <li>*FBLA</li> <li>*Innovation Day – Volunteers</li> <li>*Youth Job Prep Program</li> </ul>		<ul style="list-style-type: none"> <li>*Bitwise</li> <li>*Valley PBS – Natali Carrera</li> <li>*CareerPillar</li> <li>*KOJ Management &amp; Consulting</li> <li>*Certification Partners</li> <li>*CMAC</li> <li>*ABC 30</li> </ul>
Summer	Industry Internship (3 or 4 weeks)					
Year 3	<b>JUNIORS</b>	<p><b>Business Marketing</b></p> <ul style="list-style-type: none"> <li>English 3 (b)</li> <li>US History (a)</li> <li>Business Marketing (g) (DE with FCC)</li> </ul> <p><b>Business Media</b></p> <ul style="list-style-type: none"> <li>English 3 (a)</li> <li>US History (b)</li> <li>Multimedia 2 (Dreamweaver &amp; Advanced Photoshop/Illustrator) (f)</li> </ul> <p><b>CART</b></p> <ul style="list-style-type: none"> <li>Business and Finance</li> <li>Marketing and Advertising</li> <li>Digital Media and Graphic Design</li> <li>Web Application Development</li> </ul>	Math (c) Foreign Language (e) Advanced Science (d)	<ul style="list-style-type: none"> <li>*Mentor Dinners/Guest Speakers – Quarter 1 &amp; 3</li> <li>*Career Skills Challenge</li> <li>*CyberPatriot Competitions</li> <li>*FBLA</li> </ul>		<ul style="list-style-type: none"> <li>*Bitwise</li> <li>*Valley PBS – Sarah Soghomonian</li> <li>*CareerPillar</li> <li>*KOJ Management &amp; Consulting</li> <li>*Certification Partners</li> <li>*ABC 30 – Reuben Contreras</li> <li>*CMAC</li> <li>*CSU Fresno</li> <li>*Fresno City College</li> <li>*Robert Boyajian Realty</li> <li>*T.S. Woo Distributing</li> <li>*The Stringer</li> <li>*Pearson Realty</li> </ul>
Summer						

PLTW=Project Lead The Way	ROP= Regional Occupation Program	DE= Dual Enrollment	FCC= Fresno City College	RC= Reedley College
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DISCLAIMER: Not all course offerings, work-based learning & certification opportunities are available at all sites and during all semesters. Check with your school for specific offerings for the upcoming semester. Course offerings, work-based learning & certification opportunities are subject to change.

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Year 4	SENIORS	<b>Business Marketing</b> <ul style="list-style-type: none"> <li>• ERWC (b)</li> <li>• Government / Economics (a)</li> <li>• ROP Small Business Management (DE with FCC)</li> </ul>	Advanced Math (c) Advanced Science (d) Foreign Language (e)	*Sony Picture Studios *Mentor Dinners/Guest Speakers – Quarter 1 & 3 *Career Skills Challenge *CyberPatriot Competitions *FBLA *Bitwise Coding Course		*Bitwise *Valley PBS *CareerPillar *KOJ Management & Consulting *Certification Partners *ABC 30 *Valley PBS *CMAC *CSU Fresno *Fresno City College *Robert Boyajian Realty *T.S. Woo Distributing *The Stringer *Pearson Realty
		<b>Business Media</b> <ul style="list-style-type: none"> <li>• ERWC (b)</li> <li>• Government / Economics (a)</li> <li>• ROP Video Production (f)</li> </ul>				
		<b>CART</b> <ul style="list-style-type: none"> <li>• Business and Finance</li> <li>• Marketing and Advertising</li> <li>• Digital Media and Graphic Design</li> <li>• Web Application Development</li> </ul>				
<b>College/Career Outcomes</b>	<b>Entry Level Careers (Licenses/Certificates)</b>		<b>Technical Level Careers (A.A./A.S. Degree or Certificate)</b>		<b>Professional Level Careers (B.A./B.S. and Above)</b>	
	Web Page Developer Customer Service Representatives Data Entry Clerk Telemarketers Real Estate Sales Agents Small Business Entrepreneur Franchisee Social Media Director		Administrative Assistant Office Manager Computer Graphic Artist Desktop Publisher Multimedia Specialist Web Designer Webmaster E-Commerce Entrepreneur E-Commerce Marketing Specialist		Graphic Designer Multimedia Artist/Animator Web Architect Computer Security Specialist Brand Manager E-Commerce Director	

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