

MANAGEMENT AND MARKETING PHILOSOPHY

Grades 11, 12

The West Jefferson Hills School District Management and Marketing curriculum provides students with a realistic framework for starting their own businesses. Students will learn to analyze, organize, promote, and finance a small business, as well as be introduced to the latest trend in business, sports and entertainment marketing. The students will apply knowledge gained throughout this course in preparing a detailed business plan for a new business venture during the latter part of the year.