

Hillsboro High School

US Community Credit Union Academy of International Business and Communications

Marketing Management

The USCCUAIBC is dedicated to providing students with the professional skills and experiences to effectively contribute to a 21st century global economy.

The Marketing Management pathway is a three year engaging and interactive pathway that prepares students for a career through developing a range of skills and abilities in a corporation.

The primary duty of marketing managers in a corporation is to increase sales and profitability through market analytics and this program of study prepares students to do this through standards in market segmentation, market research, and an in-depth look at all the facets of marketing.

Marketing Management I

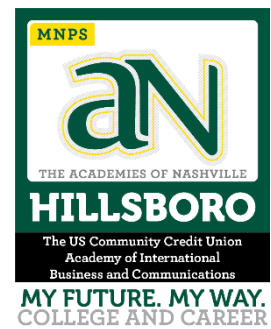
- Studying marketing concepts and their practical applications
- Examine the risks and challenges that marketers face to establish a competitive edge in the sale of products and services
- Learn about promotion, distribution, selling, economics fundamentals, international marketing and career development

Social Media Marketing Analytics

- A study of concepts and principles used in social media marketing.
- Students will examine the uses, marketing strategies and data generated by social media marketing.
- Subject matter includes foundational social media knowledge, social media marketing strategies, communication, and ethical responsibilities



**HILLSBORO
HIGH SCHOOL**
AN INTERNATIONAL BACCALAUREATE
WORLD SCHOOL



**US Community
CREDIT UNION**



CREATE. ENGAGE. COMMUNICATE.



Advertising and Public Relations

- A study of the concepts and strategies associated with promoting products, services, ideas, and events.
- Addresses skills essential to the creative side of the industry and explores consumer behavior patterns and motivations for buying.
- Students will be able to demonstrate understanding in fundamental advertising and public relations concepts by creating an electronic portfolio of representative course projects.

Industry Certification

Hootsuite

Microsoft Office Suite

Dual Enrollment Opportunity

Students are enrolled in the Marketing Management pathway and the International Baccalaureate Career-Related Program

Elective Courses

Computer Applications

IB Business Management

Journalism

Club

DECA

- A co-curricular business and marketing club that applies state and federal standards
- Elements of professional development, career exploration and community service and fundraising
- Participate in competitions at the regional, state and national levels

Possible careers include marketing specialist, sales manager, advertising promotions manager, marketing manager, and purchasing manager

The T-Mobile logo, featuring a white 'T' with a red dot above it, followed by the word 'Mobile' in white, all on a red background.The EY logo, consisting of the letters 'EY' in a bold, grey, sans-serif font. A yellow triangle points upwards from the top right of the 'Y'.

Building a better
working world

The Junior Achievement logo, featuring a green triangle with a yellow staircase inside, followed by the text 'Junior Achievement' in green.The ROCKETOWN logo, featuring the word 'ROCKETOWN' in white on a black background, followed by a white arrow pointing up inside a blue circle.The MetLife logo, featuring a blue and green stylized 'M' followed by the word 'MetLife' in black.