SOUTHWEST BUSINESS
Marketing Classes

Promotion & Advertising

Target Market

Market Segments

Marketing Mix

Promotional Mix

Market Planning

Branding & Selling

Power of Brands

Functions of Marketing

Product Mix

Market Research

Selling Process

Sports & Entertainment

Analyze Current Trends

Market Potential

Public Relations

Sponsorships/Endorsements

Licensing

Marketing Management

THE DEN: School Store

Promo Team

Design Team

Finance Team

Specialty Team

*10-12th grades - Application

Business Management & Leadership - NEW!

DECA -or- BPA

Organizational Design

Leadership

Business Operations

Financial Management

THE DEN: School Store

Promo Team

Design Team

Finance Team

Specialty Team

*10-12th grades - Application

SOUTHWEST BUSINESS
General Classes

Business Essentials
Introduction to all Business

Marketing

Economics

Business Law/Ethics

Management

*Best fit 9-10th grades

Personal Finance
Career Exploration

Budgeting - Credit

Banking - Investing

Insurance - Retirement

Taxes

Entrepreneurship
Attributes of Entrepreneurs

Business Types

Economics

Innovation and Creativity Projects

Business Plan

*Best fit 11-12th grades

Business Law
Introduction to Law

Institutions of Law

Ethics

Mock Trial

US Supreme Court Cases

*Best fit 10-12th grades

Honors Accounting

Introductory College-Level Course

Financial Accounting

Managerial Accounting

Accounting Information Systems

*10-12th grades

SOUTHWEST BUSINESS
Computer Classes

Computer Applications

Microsoft Office Suite:

Word
Formatting, Communication, Mailing

Excel
Spreadsheets, Formulas, Graphing

PowerPoint
Presentation Techniques

Publisher
Design, Creative Projects

Integrated Projects

Emerging Technologies

Blogging
Web Tools
Video Editing
Introduction to Photoshop
Latest Trends in Technology

Computer Graphics

Adobe Creative Suite:
Photoshop
Illustrator
InDesign
Creative Hands-on Projects

Web Design

HTML
CSS
Java Script
PHP
Create a Web Page

Advanced Web Design

Create and Maintain
Websites

*Prereq: Web Design

*All classes on this page are a technology credit

SOUTHWEST BUSINESS
Programming Classes

Software Development & Game Design

Intro to Programming
Create Computing Games

Design Programs/Games
Learn Programming Logic

AP Computer Science Principles

CyberSecurity
Smart Technologies
How Computing Impacts the World
AP Exam

*Prereq: SDGD

Honors JAVA Programming

Learn JAVA Code
Problem Solving
Object Oriented Programming
Prepare for the AP Exam

*Prereq: SDGD (or test-out)

AP Computer Science A

Advanced JAVA Topcis
Arrays
Vectors
AP Exam

*Prereq: Honors JAVA

*All classes on this page are a technology credit

SOUTHWEST BUSINESS
BEST Classes for Freshman

Business Essentials

Introduction to all Business

Marketing

Economics

Business Law/Ethics

Management

Computer Applications

Microsoft Office Suite:

Word

Excel

PowerPoint

Publisher

Integrated Projects

Emerging Technologies

Blogging

Web Tools

Video Editing

Introduction to Photoshop

Latest Trends in Technology

Marketing Options

*Sports & Entertainment

*Promotion & Advertising

Branding & Selling

Software Development & Game Design

Intro to Programming

Create Computing Games

Design Programs/Games

Learn Programming Logic

Web Design

HTML

CSS

Java Script

PHP

Create a Web Page