Audio Video Technology & Film Pathway

Audio Video Technology & Film – I
Course Description: This course will serve as the foundational course in the Audio & Video Technology & Film pathway. The course prepares students for employment or entry into a post-secondary education program in the audio and video technology career field. Topics covered may include, but are not limited to: terminology, safety, basic equipment, script writing, production teams, production and programming, lighting, recording and editing, studio production, and professional ethics. Skills USA, the Georgia Scholastic Press Association, Technology Student Association (TSA) and Student Television Network are examples of, but not limited to, appropriate organizations for providing leadership training and/or for reinforcing specific career and technical skills and may be considered an integral part of the instructional program. All material covered in Audio & Video Technology & Film I will be utilized in subsequent courses. The pre-requisite for this course is advisor approval.
Pre-requisites: None
Grade Levels: 9-12
Terms Offered: Fall & Spring
Units of Credit: 1.0

Audio Video Technology & Film – II
Course Description: This one credit course is the second in a series of three that prepares students for a career in Audio Video Technology and Film production and/or to transfer to a postsecondary program for further study. Topics include Planning, Writing, Directing and Editing a Production; Field Equipment Functions; Operational Set-Up and Maintenance; Advanced Editing Operations; Studio Productions; Performance; Audio/Video Control Systems; Production Graphics; Career Opportunities; and Professional Ethics. Skills USA, the Georgia Scholastic Press Association, Technology Student Association (TSA) and Student Television Network are examples of, but not limited to, appropriate organizations for providing leadership training and/or for reinforcing specific career and technical skills and may be considered an integral part of the instructional program.
Pre-requisites: AVTF-1
Grade Levels: 9-12
Terms Offered: Fall & Spring
Units of Credit: 1.0

Audio Video Technology & Film – III
Course Description: This one-credit transition course is designed to facilitate student-led projects under the guidance of the instructor. Students work cooperatively and independently in all phases of production. A digital portfolio website will be created showcasing the best work. Skills USA, the Georgia Scholastic Press Association, Technology Student Association (TSA), and Student Television Network are examples of, but not limited to, appropriate organizations for providing leadership training and/or for reinforcing specific career and technical skills and may be considered an integral part of the instructional program.
Pre-requisites: AVTF-I, II
Grade Levels: 10-12
Terms Offered: Fall & Spring
Units of Credit: 1.0
Broadcast Video Production – IV: Applications
Course Description: Broadcast/Video Production Applications is the fourth course in the BVP pathway and is designed to introduce dedicated students in the skills necessary to gain entry level employment or to pursue a postsecondary degree or certificate. Topics include advanced camcorder techniques, audio production, scriptwriting, producing, directing, editing, employability skills, and development of a digital portfolio to include resume’, references, and production samples. Skills USA, the Georgia Scholastic Press Association, Technology Student Association (TSA), and Student Television Network are examples of, but not limited to, appropriate organizations for providing leadership training and/or for reinforcing specific career and technical skills and may be considered an integral part of the instructional program. Instructor approval of digital portfolio (as needed for satisfactory completion of BVP 3) required prior to registration for this course.
Pre-requisites: Job application
Grade Levels: 9-12
Terms Offered: Fall & Spring
Units of Credit: 1.0

EARLY CHILDHOOD EDUCATION
PATHWAY

Early Childhood Education I
Course Description: The Early Childhood Education I course is the foundational course under the Early Childhood Care & Education pathway and prepares the student for employment in early childhood education and services. The course addresses the knowledge, skills, attitudes, and behaviors associated with supporting and promoting optimal growth and development of infants and children.
Pre-requisites: None
Grade Levels: 9-12
Terms Offered: Fall & Spring
Units of Credit: 1.0

Early Childhood Education II
Course Description: Early Childhood Education II is the second course in the Early Childhood Care and Education pathway and further prepares the student for employment in early childhood care and education services. The course provides a history of education, licensing and accreditation requirements, and foundations of basic observation practices and applications. Early childhood care, education, and development issues are also addressed and include health, safety, and nutrition education; certification in CPR/First Aid/Fire Safety; information about child abuse and neglect; symptoms and prevention of major childhood illnesses and diseases; and prevention and control of communicable illnesses.
Pre-requisites: Early Childhood Education I
Grade Levels: 9-12
Terms Offered: Fall & Spring
Units of Credit: 1.0
**Early Childhood Education III**  
**Course Description:** The practicum offers a candidate in the Early Childhood Education career pathway a field experience under the direct supervision of a certified early childhood educator (mentor). This field experience may be used as partial requirements for the candidate to earn the nationally recognized CDA credential. The practicum stresses observing, analyzing, and classifying activities of the mentor and comparing personal traits with those of successful early childhood educators. The candidate intern will develop a portfolio of their skills, plan and teach a lesson or lessons, understand and practice confidentiality as it pertains to the teaching profession, meet the needs of students with special needs, maintain the safety of the students, practice professionalism, and demonstrate ethical behavior. Mastery of standards through project-based learning, technical skills practice, and leadership development activities of the career and technical student organization Future Educators of America (FEA) or Family, Career & Community Leaders of America (FCCLA) will provide students with a competitive edge for either entry into the education global marketplace and/or the postsecondary institution of their choice to continue their education and training.  
**Pre-requisites:** Early Childhood Education I & II  
**Grade Levels:** 9-12  
**Terms Offered:** Fall & Spring  
**Units of Credit:** 1.0

**BUSINESS AND TECHNOLOGY PATHWAY**  
**Introduction to Business and Technology**  
**Course Description:** Introduction to Business & Technology is the foundational course for Business and Technology, Entrepreneurship, and Human Resources Management pathways. The course is designed for high school students as a gateway to the career pathways above, and provides an overview of business and technology skills required for today's business environment. Knowledge of business principles, the impact of financial decisions, and technology proficiencies demanded by business combine to establish the elements of this course. Emphasis is placed on developing proficient fundamental computer skills required for all career pathways. Students will learn essentials for working in a business environment, managing a business, and owning a business. The intention of this course is to prepare students to be successful both personally and professionally in an information-based society.  
**Pre-Requisite:** None  
**Grade Levels:** 9-12  
**Terms Offered:** Fall & Spring  
**Units of Credit:** 1.0
**Business and Technology**

**Course Description:** How is technology used to solve business problems and communicate solutions? Business and Technology is designed to prepare students with the knowledge and skills to be an asset to the collaborative, global, and innovative business world of today and tomorrow. Mastery use of spreadsheets and the ability to apply leadership skills to make informed business decisions will be a highlight of this course for students. Publishing industry appropriate documents to model effective communication and leadership will be demonstrated through project based learning. Students will use spreadsheet and database software to manage data while analyzing, organizing and sharing data through visually appealing presentation. Various forms of technologies will be used to expose students to resources, software, and applications of business practices. Professional communication skills and practices, problem solving, ethical and legal issues, and the impact of effective presentation skills are enhanced in this course to prepare students to be college and career ready. Employability skills are integrated into activities, tasks, and projects throughout the course standards to demonstrate the skills required by business and industry. Competencies in the co-curricular student organization, Future Business Leaders of America (FBLA), are integral components of the employability skills standard for this course.

**Pre-Requisite:** Introduction to Business and Technology

**Grade Levels:** 9-12

**Terms Offered:** Fall & Spring

**Units of Credit:** 1.0

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**Business Communications**

**Course Description:** What message are you sending when you speak, write, and listen? As one of the most important skills for employers, students will explore the value of communication in their personal and professional life. The digital presence and impact of written and visual communication in a technological society will be addressed. Students will create, edit, and publish professional appearing business documents with clear and concise communication. Creative design, persuasive personal and professional communications will be applied through research, evaluation, validation, written, and oral communication. Leadership development and teamwork skills will be stressed as students work independently and collaboratively. Presentation skills will be developed and modeled for students master presentation software in this course. Various forms of technologies will be used to expose students to resources, software, and applications of communications. Professional communication skills and practices, problem solving, ethical and legal issues, and the impact of effective presentation skills are enhanced in this course to prepare students to be college and career ready.

**Pre-Requisite:** Business and Technology

**Grade Levels:** 10-12

**Terms Offered:** Fall & Spring

**Units of Credit:** 1.0
FINANCE PATHWAY

Introduction to Business and Technology
Course Description: Introduction to Business & Technology is the foundational course for Advanced Accounting, Business Accounting, and Financial Services pathways. The course is designed for high school students as a gateway to the career pathways above, and provides an overview of business and technology skills required for today's business environment. Knowledge of business principles, the impact of financial decisions, and technology proficiencies demanded by business combine to establish the elements of this course. Emphasis is placed on developing proficient fundamental computer skills required for all career pathways. Students will learn essentials for working in a business environment, managing a business, and owning a business. The intention of this course is to prepare students to be successful both personally and professionally in an information-based society.

Pre-Requisite: None
Grade Levels: 9-12
Terms Offered: Fall & Spring
Units of Credit: 1.0

Financial Literacy
Course Description: How money smart are you? Step into this course specifically designed for high school students to understand the importance of the financial world, including planning and managing money wisely. Areas of study taught through application in personal finance include sources of income, budgeting, banking, consumer credit, credit laws and rights, personal bankruptcy, insurance, spending, taxes, investment strategies, savings accounts, mutual funds and the stock market, buying a vehicle, and living independently. Based on the hands-on skills and knowledge applied in this course, students will develop financial goals, and create realistic and measurable objectives to be MONEY SMART! Through project-based learning activities and tasks, students will apply mathematical concepts in realistic scenarios and will actively engage by applying the mathematics necessary to make informed decisions related to personal finance. Financial Literacy places great emphasis on problem solving, reasoning, representing, connecting and communicating financial data.

Pre-Requisite: Introduction to Business and Technology
Grade Levels: 9-12
Terms Offered: Fall & Spring
Units of Credit: 1.0

Principles of Accounting I
Course Description: Where does all the money go? As a person would not go to a foreign country and not learn the language, accounting is the “language of business.” Principles of Accounting I is a skill-level course that is of value to all students pursuing a strong bac

GRAPHIC AND DESIGN PATHWAY Introduction to Graphic and Design (1st course)
Course Description: This course is designed as the foundational course for both the Graphics Production and Graphics Design pathways. The Graphics and Design course provides students with the processes involved in the technologies of printing, publishing, packaging, electronic imaging, and their allied industries. In addition, the Graphics and Design course offers a range of cognitive skills, aesthetics, and crafts that includes typography, visual arts, and page layout. Pre-requisite for this course is adviser approval.

Pre-Requisite: None
Grade Levels: 9-12
Terms Offered: Fall & Spring
Unit of Credit: 1.0
GRAPHIC AND DESIGN PATHWAY

Graphic Design and Production
(2nd course)
Course Description: As the second course in the Graphics Communication and Graphics Design Pathways, this course builds on knowledge and skills learned in the Introduction to Graphics and Design course and focuses on procedures commonly used in the graphic communication and design industries. Students will gain more experience in creative problem solving and the practical implementation of those solutions across multiple areas of graphic design and graphic communications. The prerequisite for this course is Introduction to Graphics and Design.
Pre-Requisite: Introduction to Graphic and Design
Grade Levels: 9-12
Terms Offered: Fall & Spring
Unit of Credit: 1.0

Advanced Graphic Design (3rd course-End of first Pathway-design)
Course Description: Students will continue to explore in an increasingly independent manner, the principles of design and layout procedures relating to the field of graphic design. Content will cover electronic systems and software programs used in graphic design, page composition, image conversion, and digital printing. Knowledge and skills in digital design and imaging will be enhanced through experiences that simulate the graphic design industry and school-based and work-based learning opportunities. This is the final course in the Graphic Design pathway.
Pre-Requisite: Graphic Design and Production (Course 1 & 2)
Grade Levels: 9-12
Terms Offered: Fall & Spring
Unit of Credit: 1.0

Graphic Output Processes (4th course-End of 2nd Pathway communications)
Course Description: As the third course in the Graphics Communication Pathway, students will gain more advanced levels of experience to complete the output processes of various projects in an increasingly independent manner. Students also learn to manage the output and completion process as a whole including customer relations management, printing, finishing, and binding. Students will continue to accumulate work samples that will constitute their personal portfolio. Upon successful completion of the course, students are prepared to move into employment or a postsecondary educational environment where self-motivation and a high level of skill are expected. This is the final course in the Graphic Communication Pathway. The prerequisite for this course is Graphic Design and Production.
Pre-Requisite: Advanced Graphic Design
Grade Levels: 9-12
Terms Offered: Fall & Spring
Unit of Credit: 1.0
HEALTHCARE SCIENCE PATHWAY

Introduction to Healthcare Science
Course Description: Introduction to Healthcare Science is a foundations course for the Healthcare Science Career Pathways. It is appropriate for students wishing to pursue a career in the Healthcare Industry. The course will enable students to receive initial exposure to Healthcare Science skills and attitudes applicable to the healthcare industry. The concepts of health, wellness, and preventative care are evaluated, as well as, ethical and legal responsibilities of today’s healthcare provider. Fundamental healthcare skills development is initiated including medical terminology, microbiology, and basic life support. Students are required to meet both national and intrastate professional guidelines as designated by applicable regulatory agencies such as the Occupational Health and Safety Administration (OSHA) and Center for Disease Control (CDC). Mastery of these standards through project based learning, technical skills practice, and leadership development activities of the career and technical student organization - Health Occupations Students of America (HOSA) will provide students with a competitive edge for either entry into the healthcare global marketplace and/or the post-secondary institution of their choice to continue their education and training. This course is considered broad-based with high impact and is a prerequisite for all Healthcare Science Education courses.
Pre-Requisite: None
Grade Levels: 9-12
Terms Offered: Fall & Spring
Unit of Credit: 1.0

Essentials of Healthcare
Course Description: Essentials of Healthcare is a foundations course for the Therapeutic Medicine-Physical Medicine Career Pathways. It is appropriate for students wishing to pursue a career in the Sports Medicine/Rehabilitative Services Industry. The course will enable students to receive initial exposure to Therapeutic Services skills and attitudes applicable to the healthcare industry. The concepts of anatomy and physiology, assessment, and preventative care are evaluated. Fundamental healthcare skills development is initiated including medical terminology, kinesiology, and basic life support. Mastery of these standards through project based learning, technical skills practice, and leadership development activities of the career and technical student organization - Health Occupations Students of America (HOSA) will provide students with a competitive edge for either entry into the healthcare global marketplace and/or the post-secondary institution of their choice to continue their education and training. This course is considered broad-based with high impact and is a prerequisite for Concepts of Physical Medicine, Rehabilitation in Physical Medicine and Practicum courses.
Pre-Requisite: Introduction to Healthcare Science
Grade Levels: 9-12
Terms Offered: Fall & Spring
Unit of Credit: 1.0
Sports Medicine

Course Description: Sports Medicine is a course for the Therapeutic Medicine-Physical Medicine Career Pathways. It is appropriate for students wishing to pursue a career in the Sports Medicine/Rehabilitative Services Industry. The course will enable students to enhance knowledge of Therapeutic Services skills and attitudes applicable to the healthcare industry. The concepts of anatomy and physiology, assessment, and preventative care are evaluated. Fundamental healthcare skills development is initiated including medical terminology, nutrition, and basic life support. Mastery of these standards through project based learning, technical skills practice, and leadership development activities of the career and technical student organization - Health Occupations Students of America (HOSA) will provide students with a competitive edge for either entry into the healthcare global marketplace and/or the post-secondary institution of their choice to continue their education and training. This course is considered broad-based with high impact and is a prerequisite for Rehabilitation Physical Medicine and Practicum courses. Pre-Requisite: Introduction to Healthcare Science & Essentials of Healthcare

Grade Levels: 10-12
Terms Offered: Fall & Spring
Unit of Credit: 1.0

Rehabilitation in Physical Medicine

Course Description: Rehabilitation in Physical Medicine is a course for the Therapeutic Medicine-Physical Medicine Career Pathways. It is appropriate for students wishing to pursue a career in the Sports Medicine/Rehabilitative Services Industry. The course will enable students to enhance knowledge of Therapeutic Services skills and attitudes applicable to the healthcare industry through both classroom instruction and hands on laboratory experience. The course introduces basic principles and applications of concepts of gait training, therapeutic exercise, pharmacology and modality and treatment techniques in physical medicine. Mastery of these standards through project based learning, technical skills practice, and leadership development activities of the career and technical student organization - Health Occupations Students of America (HOSA) will provide students with a competitive edge for either entry into the healthcare global marketplace and/or the post-secondary institution of their choice to continue their education and training. This course is considered broad-based with high impact and is a prerequisite for Practicum courses.

Pre-Requisite: Sports Medicine

Grade Levels: 10-12
Terms Offered: Fall & Spring
Unit of Credit: 1.0
MARKETING & MANAGEMENT PATHWAY: SPORTS & ENTERTAINMENT

Marketing Principles
Course Description: Marketing Principles is the foundational course for all pathways in Marketing Education. Marketing Principles addresses all the ways in which marketing satisfies consumer and business needs and wants for products and services. Students develop an understanding of the functions of marketing and how these functional areas affect all businesses. They learn basic marketing concepts and the role of marketing in our economy. Students also develop skills in applying economic concepts to marketing, distribution and logistics, marketing information management, finance in marketing, product/service planning, pricing mixes, promotional strategies, and personal selling. In order to increase the number of application experiences, students should participate in work-based learning activities and the student organization, DECA, An Association of Marketing Students. It is highly advantageous for students to participate in a school based enterprise where available.

Pre-requisites: None
Grade Levels: 9-12
Terms Offered: Fall & Spring
Units of Credit: 1.0

Intro to Sports & Entertainment Marketing
Course Description: This course introduces the student to the major segments of the Sports and Entertainment Industry and the social and economic impact it has on the local, state, national, and global economies. The products and services offered to consumers and the impact of marketing on these products and services are examined. Units include: Business Fundamentals, Product Mix, Product Knowledge, Product/Service Management, Business Regulations, Interpersonal Skills, Selling, Marketing-Information Management, Economics, Distribution, Pricing, Advertising, Publicity/Public Relations, Sales Promotion, Business Risks, and Organization. To increase the number of application experiences, students should participate in work-based learning activities and the student organization, (DECA, An Association of Marketing Students). It is highly advantageous for students to participate in a school based enterprise where available.

Pre-requisites: Marketing Principles
Grade Levels: 9-12
Terms Offered: Fall & Spring
Units of Credit: 1.0

Advanced Sports & Entertainment Marketing
Course Description: This course provides students opportunities to develop managerial and analytical skills and deepen their knowledge in sports/entertainment marketing. Topical units include: Marketing-Information Management, Selling, Publicity/Public Relations, Sales Promotion, Management of Promotion, Product Mix, Pricing, Positioning, and Marketing Planning. Project-based instruction, together with a variety of work-based learning activities, should be incorporated in this course to provide realworld application. Competitive event standards for the co-curricular student organization (DECA, An Association of Marketing Education Students) are integral components of the curriculum’s core employability and technical skills’ standards. Therefore, DECA competitive events should be incorporated with other instructional strategies developed for the course.

Pre-requisites: Marketing Principles, Intro to Sports & Entertainment Marketing
Grade Levels: 9-12
Terms Offered: Fall & Spring
Units of Credit: 1.0
Entrepreneurship: Building a Business
Course Description: Entrepreneurship: Building a Business, an imperative component of a strong economy, is based on individuals who are creative thinkers and risk takers. Therefore, students in this entrepreneurship course focus on recognizing a business opportunity, starting a business based on the recognized opportunity, and operating and maintaining that business. This course begins by moving students from the typical “what is” educational focus to the “what can be” focus. Preparation of a business plan allows students to apply the functional areas of accounting, finance, marketing, and management to the planned business, as well as to the legal and economic environments in which a new venture operates. This course may be taken as a part of a student’s Marketing Pathway or may serve as a standalone course for students in other disciplines wishing to explore business ownership. In order to increase the number of application experiences, students should participate in work-based learning activities and the student organization, DECA, An Association of Marketing Students. It is highly advantageous for students to participate in a school–based enterprise where available.
Pre-requisites: Marketing Principles
Grade Levels: 9-12
Terms Offered: Fall & Spring
Units of Credit: 1.0

Advanced Marketing
Course Description: Advanced Marketing builds on the principles and concepts taught in Marketing Principles. Students assume a managerial perspective in applying economic principles in marketing, analyzing operational needs, examining distribution and financial alternatives, managing marketing information, pricing products and services, developing product/service planning strategies, promoting products and services, purchasing, and professional sales. This course also deals with global marketing in that students analyze marketing strategies employed in the U.S. versus those employed in other countries. In order to increase the number of application experiences, students should participate in work-based learning activities and the student organization, DECA, An Association of Marketing Students. It is highly advantageous for students to participate in a school–based enterprise where available.
Pre-requisites: Marketing Principles, Entrepreneurship: Building a Business
Grade Levels: 9-12
Terms Offered: Fall & Spring
Units of Credit: 1.0