**BUSINESS & INDUSTRY ENDORSEMENT**

**ENGLISH**

**JOURNALISM Grade Level: 9-12** Prerequisite: Advisor approval Credit: 1 unit Students enrolled in Journalism will learn journalistic traditions, research self-selected topics, write journalistic texts, and learn the principles of publishing. Students will become analytical consumers of media and technology to enhance their communication skills. Writing, technology, visual, and electronic media are used as tools for learning as students create, clarify, critique, write, and produce effective communications. Ninth grade students must have approval from their middle school English Language Arts teacher.

**JOURNALISM/INDEPENDENT STUDY Grade Level: 12** Prerequisite: Advisor approval Credit: 1 unit This course will include activities individually designed for students whose level of achievement in journalism allows them to pursue work individually or in small groups with the teacher serving as an advisor and resource person. The emphasis in the course is upon demonstrating roles of leadership in publication planning and production and extending development of journalistic skills.

**ADVANCED BROADCAST JOURNALISM 1 & 2 Grade Level: 10-12** Prerequisite: Tryout & advisor approval Credit: 1 unit This course meets at the district's KEOM-FM radio studios and is designed to teach student skills needed in broadcast journalism to report, produce, and deliver broadcast products for radio and other broadcast media. Students in the course will learn and apply their journalistic and interviewing skills to on-air broadcasting, audio program production, and a variety of other purposes at the radio station. Students will produce under deadline, just like in the real world. Practical key skills will be balanced with ethics, law, FCC rules, economics, history, and specialty areas such as sports. Students will learn elements and skills to operate broadcast equipment, discern and edit broadcast material, and report, produce, and deliver broadcast programming or news. Students will consider the differences between print journalism and broadcast journalism. This program emphasizes hands-on learning within a broadcast media environment with a focus on vocal presentation skills. It provides the student a head start before entering a college course of study in communications and introduces the student to a field of communications.

**ADVANCED JOURNALISM: NEWSPAPER 1 Grade Level: 9-10** Prerequisite: Advisor approval Credit: 1 unit Newspaper 1 is an introductory course in writing and editing for the newspaper. It includes interviewing, reporting, writing news and feature stories, preparing advertising copy and layouts, selling advertisements, copy reading and proofreading, and headline and editorial writing. It also includes a brief survey of the history of journalism and other news media. Emphasis throughout the course is placed on the consumer's role of the news media. Ninth grade students must have approval from their middle school English Language Arts teacher.

**ADVANCED JOURNALISM: NEWSPAPER 2 Grade Level: 10-11** Prerequisite: Newspaper 1 and advisor approval Credit: 1 unit Students will extend their study of theory and intensify their experience in editing and producing the school newspaper. Students investigate opportunities in news media (newspaper, television, radio, and magazine) and professional preparation needed in these media. Within the framework of the newspaper, students develop the responsibility to complete assignments on time and to work cooperatively in efforts to improve both school and community. Students must have teacher approval before taking this course.

**ADVANCED** **JOURNALISM: NEWSPAPER 3 (H) Grade Level: 11-12** Prerequisite: Newspaper 2 and advisor approval Credit: 1 unit This is an advanced course in publication planning and production. The course is confined to those students who, through their records as journalists, have demonstrated an ability to assume roles of leadership and a willingness to offer their services as editors and business and advertising managers for the newspaper. Students must have teacher approval before taking this course.

**PHOTOJOURNALISM Grade Level: 9-12** Prerequisite: Advisor approval Credit: 1 unit This course is limited to those students who have experience in photographic composition, use of the camera, and fi lm processing in a journalistic sett ing. These students are responsible for both taking pictures and producing prints of school events for the newspaper. Students must have teacher approval

before taking this course. ADVANCED JOURNALISM: **YEARBOOK 1 Grade Level: 9-12** Prerequisite: Advisor approval Credit: 1 unit Yearbook Production 1 involves reporting and writing headlines, copy, and captions. It also includes such factors as photography, design, and finance which are involved in yearbook production.

**ADVANCED JOURNALISM: YEARBOOK 2 Grade Level: 11-12** Prerequisite: Advanced Journalism: Yearbook 1 and advisor approval Credit: 1 unit This course involves the elements in Advanced Journalism: Yearbook 1 with increased emphasis on editorial leadership with the various sections of the yearbook. ADVANCED JOURNALISM: YEARBOOK 3 (H) Grade Level: 12 Prerequisite: Advanced Journalism: Yearbook 2 and advisor approval Credit: 1 unit This advanced course involves the elements in Advanced Journalism: Yearbook 1 and 2 with increased emphasis on the conceptual aspects of yearbook production, of planning assignments, and general editorial leadership. Students assume leadership positions and are responsible for planning and producing the yearbook from its conception stages through the submission of material which makes the process of effective analysis possible.

**PUBLIC SPEAKING Grade Level: 9-12** Prerequisite: None Credit: 1 unit Public Speaking is a more in-depth study of public speaking, poetry and prose interpretation, group discussion, and parliamentary procedure with the addition of studies in the media, in debate, oratory, and extemporaneous speaking. There is emphasis on interpersonal skills, nonverbal communication, vocal production and enunciation, confidence, poise, use of language, organization skills, and delivery skills. One of the highlights of the course is that the students are given opportunities to put their talents and skills to test by competing against other high school students in speech tournaments. Other activities include performance in programs, reader's theatre, student congress, as well as the refinement of media skills

**ORAL INTERPRETATION 1 Grade Level: 10-12** Prerequisite: Public Speaking or Teacher Recommendation Credit: 1 unit The Oral Interpretation 1 course is a performance class to develop the oral reading of literary text as a communication art. Students will select, research, analyze, adapt, interpret, and perform literary texts. Students will focus on the intellectual, emotional, sensory, and aesthetic levels of texts. Individual and group performances of literature will be presented and evaluated. The Oral Interpretation 1 student is encouraged to develop his/her skill to the utmost by participating in oral interpretation competition with other schools. Tournaments and contests are provided for enhancement

**ORAL INTERPRETATION 2 (H)** **Grade Level: 10–12** Prerequisite: Oral Interpretation 1 Credit: 1 unit The Oral Interpretation 2 course is a performance class to refine and advance the oral reading of literary text as a communication art. Students will select, research, analyze, adapt, interpret, and perform a variety of literary texts. Students will focus on the intellectual, emotional, sensory, and aesthetic levels of the texts. Multiple individual and group performances of literature will be presented and evaluated throughout the year. The Oral Interpretation 2 student is encouraged to develop is/her skill to the utmost by participating in oral interpretations competition with other schools. Competitive tournaments and contests are required for the course.

**ORAL INTERPRETATION 3 (H) Grade Level: 12** Prerequisite: Oral Interpretation 2 Credit: 1 unit This course is a continuation of previous oral interpretation coursework that will allow students to expand their skills in the areas of extemporaneous speaking, prose, poetry, original interpretation, duet acting, and/or duo interpretation, while earning honors credit. There is a continued emphasis on interscholastic competition at the local and state levels. Competitive tournaments and contests are required for this course.

**DEBATE 1 Grade Level: 10-12** Prerequisite: Public Speaking or Teacher Recommendation Credit: 1 unit Debate 1 is a course which specializes in developing such skills as critical thinking, sound reasoning, effective persuasion, and in-depth research. It is a course for both the beginning and experienced debater. The novice debater is taught the histories of the various formats of debate, the elements of analysis and synthesis, organization skills, and the research of pertinent information. Students learn the methods of structure within the debates, debate terminology, and the relevance of debate in today's world. The debate student is encouraged to develop his/her skill to the utmost by participating in debate competition with other schools. Tournaments and contests are provided for enhancement.

**DEBATE 2 (H) Grade Level: 11-12** Prerequisite: Debate 1 Credit: 1 unit Debate 2, an honors level course, places further emphasis on the debate skills of critical thinking, rhetoric, critical listening, reasoning, research, and persuasion. This course is designed for varsity debaters. It allows the varsity students further opportunities to improve their skills in debate by working with beginning debaters as mentors and by participating extensively in debate workshops and competitions. Emphasis is placed on case construction, plan preparation, evidence research, structure in logic, analysis, synthesis, and cross-examination techniques. Competitive tournaments and contests are required for this course.

**DEBATE 3 (H) Grade Level: 12** Prerequisite: Debate 2 (H) Credit: 1 unit Debate 3 (H) is a continuation of Debate 2 (H) and stresses many of the same areas of study. It emphasizes the higher order thinking skills of critical thinking, critical reasoning, critical listening, analysis, synthesis, evaluation, organization, and research. There is a continued emphasis on interscholastic competition at the local and state levels. This course also stresses independent study/mentorship in the areas of law and politics. Opportunities will be provided for the students to work with mentors in these areas. The students will also perfect their own skills as mentors for younger, novice students. Further experiences offered to students will be opportunities to travel to other schools to present various programs on a variety of topics. Competitive tournaments and contests are required for this course

**ARCHITECTURE AND CONSTRUCTION**

**INTERIOR DESIGN** **Grade Level: 9-12** Prerequisite: None Credit: 1 unit This technical course addresses the needs of individuals by enhancing the environments in which they live and work. Students will use knowledge and skills related to interior and exterior environments, construction, and furnishings to make wise consumer decisions, increase productivity, and prepare for careers in the interior design field. Students will need to furnish additional materials for personal projects

**ARCHITECTURAL DESIGN 1** **Grade Level: 10-12** Prerequisite: None Credit: 1 unit Students gain knowledge and skills specific to those needed to enter a career in architecture and construction or prepare a foundation toward a postsecondary degree in architecture, construction science, drafting, interior design, and landscape architecture. Architectural Design includes the knowledge of the design, design history, techniques, and tools related to the production of drawings, renderings, and scaled models for commercial or residential architectural purposes. This course does count for the technology education credit requirement.

**ARCHITECTURAL DESIGN 2** \* **Grade Level: 11-12** Prerequisite: Architectural Design 1 Credit: 2 units Blocked for two consecutive class periods Students gain advanced knowledge and skills specific to those needed to enter a career in architecture and construction or prepare a foundation toward a postsecondary degree in architecture, construction science, drafting, interior design, and landscape architecture. This course includes the advanced knowledge of the design, design history, techniques, and tools related to the production of drawings, renderings, and scaled models for commercial or residential architectural purposes. This course does count for the technology education credit requirement.

**ADVANCED INTERIOR DESIGN Grade Level: 11-12** Prerequisite: Interior Design Credit: 2 units Blocked for two consecutive class periods Advanced Interior Design is a technical laboratory course that includes the knowledge of the employability characteristics, principles, processes, technologies, communication, tools, equipment, and materials related to interior spatial design. Students will apply core academic skills to the requirements of architectural interior design; know the function and application of the tools, equipment, technologies, and materials used in interior design projects; and apply the concepts and skills of interior designs to simulated and actual work situations. Students will need to furnish additional materials for personal projects.

**ARTS, A/V TECHNOLOGY AND COMMUNICATIONS**

**FASHION DESIGN 1** **Grade Level: 10-12** Prerequisite: None Credit: 1 unit. This laboratory course focuses on careers in the fashion and textile/apparel industries. Students will be exposed to the apparel production process from design concept to finished product. Course content includes apparel construction, care, and maintenance. Students will need to furnish additional materials for personal projects.

**AUDIO VIDEO PRODUCTION \*** **Grade Level: 10-12** Prerequisite: Any technology education credit. Credit: 1 unit Students will apply academic knowledge & skills to develop ways to improve media & formulate guidelines for using media effectively. Students will plan, produce, present and evaluate media projects. Within this context, students will be expected to develop an understanding of industry standards with the focus on pre-production, production and post-production audio & video activities. This course does count for the technology education credit requirement.

**ADVANCED AUDIO VIDEO PRODUCTION \*** Technology Excellence Center **Grade Level: 11-12** Prerequisite: Audio Video Production Credit: 2 units Careers in audio and video technology and fi lm production span all aspects of the audio video communications industry. Within this context, in addition to developing advanced knowledge and skills needed for success in the Arts, Audio Video Technology, and Communications cluster, students will be expected to develop an advanced understanding of the industry with a focus on pre-production, production, and post-production activities. This course may be implemented in an advanced audio format or an advanced format, including both audio and video.

**ADVANCED FASHION DESIGN** **Grade Level: 11-12** Prerequisite: None Credit: 2 units Blocked for two consecutive class periods Careers in fashion span all aspects of the textile and apparel industries. In this course, students will be expected to develop an advanced understanding of fashion with an emphasis on design and production. Students will need to furnish additional materials for personal projects.

**BUSINESS MANAGEMENT AND ADMINISTRATION BUSINESS**

**BUSINESS INFORMATION MANAGEMENT 1** **Grade Level: 9-12** Prerequisite: None Credit: 1 unit Students implement personal and interpersonal skills to strengthen individual performance in the workplace and in society and make a successful transition to the workforce and postsecondary education. Students will apply technical skills through word-processing, spreadsheet, database, and electronic presentation software. This course does count for the technology education credit requirement.

**PRINCIPLES OF BUSINESS, MARKETING, AND FINANCE Grade Level: 9-10** Prerequisite: None Credit: ½ unit Students gain foundational knowledge and skills in economies and private enterprise systems, the impact of global business, marketing of goods and services, advertising, and product pricing. Students analyze the sales process and financial management principles. This course allows students to reinforce, apply, and transfer academic knowledge and skills to a variety of interesting and relevant activities, problems and settings in business, marketing, and finance.

**BUSINESS INFORMATION MANAGEMENT 2** **Grade Level: 10-12** Prerequisite: Business Information Management 1 Credit: 1 unit Students will apply complex technical skills using word-processing and spreadsheet applications and develop electronic presentations using multimedia software. Students in this course will be given the opportunity to take the Microsoft Office Specialist (MOS) exams. This course does count for the technology education credit requirement.

**BUSINESS LAW** **Grade Level: 11-12** Prerequisite: None Credit: ½ unit Students analyze the evolution and development of laws that govern business in our society. Students apply technical skills to address business applications of contemporary legal issues and analyze the social responsibility of business and industry.

**BUSINESS MANAGEMENT** **Grade Level: 11-12** Prerequisite: Principles of Business, Marketing, and Finance Credit: 1 unit. Students develop a foundation in the economical, financial, technological, international, social and ethical aspects of business to become competent managers, employees, and entrepreneurs. Students incorporate a broad range of knowledge that includes legal, managerial, marketing, financial, ethical and international dimensions of business to make appropriate management decisions.

**FINANCE**

**ACCOUNTING 1** **Grade Level: 10-12** Prerequisite: None Credit: 1 unit Students investigate the field of accounting, including how it is impacted by industry standards as well as economic, financial, technological, international, social, legal, and ethical factors. Students reflect on this knowledge as they engage in the process of recording, classifying, summarizing, analyzing, and communicating accounting information. Students formulate and interpret financial information for use in management decision making.

**BANKING AND FINANCIAL SERVICES** **Grade Level: 10-12** Prerequisite: None Credit: ½ unit Students develop knowledge and skills in the economical, financial, technological, international, social, and ethical aspects of banking to become competent consumers, employees, and entrepreneurs. Students incorporate a broad base of knowledge that includes the operations, sales, and management of banking institutions to gain a complete understanding of how banks function within society.

**ACCOUNTING 2 (H)** **Grade Level: 11-12** Prerequisite: Accounting 1 Credit: 1 unit Students continue the investigation of the field of accounting, including how it is impacted by industry standards as well as economic, financial, technological, international, social, legal, and ethical factors. Students reflect on this knowledge as they engage in various managerial and cost accounting activities. Students formulate and interpret financial information for use in management decision making.

**HOSPITALITY AND TOURISM**

**LIFETIME NUTRITION & WELLNESS** **Grade Level: 9-12** Prerequisite: None Credit: ½ unit This laboratory course allows students to use principles of lifetime wellness and nutrition to help them make informed choices that promote wellness as well as pursue careers related to hospitality, human services, and health sciences. Laboratory experiences will focus on the integration of nutrition and wellness knowledge with basic food preparation and management skills.

**CULINARY ARTS Grade Level: 10-12** Prerequisite: Lifetime Nutrition and Wellness Credit: 1 unit Culinary Arts begins with the fundamentals and principles of the art of cooking and the science of baking and includes management and production skills and techniques. Food safety and sanitation receive special emphasis, with students taking the exam for the ServSafe credential from the National Restaurant Association. Students will demonstrate the preparation skills of items commonly prepared in food service operations such as breakfast cookery, salads and dressings, soups and sandwiches, stocks and sauces, appetizers, seafood, poultry, meats, pastas and grains, and fruits and vegetables. Students will also demonstrate baking techniques used with yeast breads and rolls, quick breads, and desserts. A real or simulated in-school food business component will allow students to apply instructional strategies and workplace readiness skills to an authentic experience to develop a portfolio and to enhance FCCLA activities. Advanced skills in science, mathematics, reading, writing and communication will be reinforced in this course. Work-based learning strategies will include school-based enterprises, field trips, job shadowing, and service learning. A materials fee may be required for this course.

**PRACTICUM IN CULINARY ARTS \*** **Grade Level: 11-12** Prerequisite: Culinary Arts Credit: 2 units Blocked for two consecutive class periods Practicum in Culinary Arts is a laboratory-based course that is designed to be a continuation of the Culinary Arts program. Students continue to refine their knowledge and skills required for careers in the restaurant, food, and beverage industry. Students are taught employability skills, job interview techniques, communication skills, financial and budget activities, human relations, and portfolio development. Practicum in Culinary Arts is relevant and rigorous, supports student application of academic standards, and effectively prepares students for college and career success. A materials fee may be required for the course.

**PRACTICUM IN CULINARY ARTS 2 \*** **Grade Level: 12** Prerequisite: Practicum in Culinary Arts Credit: 2 units Blocked for two consecutive class periods Practicum in Culinary Arts is a laboratory-based course that is designed to be a continuation of the Practicum in Culinary Arts 1 program. Students continue to refine their knowledge and skills required for careers in the restaurant, food, and beverage industry. Students are taught employability skills, job interview techniques, communication skills, financial and budget activities, human relations, and portfolio development. Practicum in Culinary Arts II provides increased occupationally specific opportunities for students to participate in culinary activities that combine previously learned classroom instruction with actual business and industry career experiences. A materials fee may be required for the course. A materials fee may be required for the course.

**HOSPITALITY SERVICES 1 \* & 2 \*** **Grade Level: 11-12** Prerequisite: None Credit: 2 units Classroom and laboratory instruction in two consecutive class periods This course provides opportunities for students to participate in a learning experience that combines classroom instruction with actual business and industry career experiences. Hospitality Services integrates academic and career and technical education; provides interdisciplinary instruction; and supports strong partnerships among schools, businesses, and community institutions with the goal of preparing students with a variety of skills in a fast-changing workplace. Students are taught employability skills, including job-specific skills applicable to their training plan, job interview techniques, communication skills, financial and budget activities, human relations, and portfolio development. Hospitality Services is relevant and rigorous, supports student attainment of academic and technical standards, and effectively prepares students for college and career success. This class is taught at WMHS for students from all high school campuses. A materials fee may be required for the course.

**TRAVEL AND TOURISM MANAGEMENT** **Grade Level: 10-12** Prerequisite: None Credit: ½ unit This course incorporates management principles and procedures of the travel and tourism industry as well as destination geography, airlines, international travel, cruising, travel by rail, lodging, recreation, amusements, attractions, and resorts. Employment qualifications and opportunities are also included in this course.

**INFORMATION TECHNOLOGY (Digital Arts)**

**DIGITAL AND INTERACTIVE MEDIA** **Grade Level: 10-12** Prerequisite: Any technology education credit Credit: 1 unit Through the study of digital and interactive media and its application in information technology, students will analyze and assess current and emerging technologies, while designing and creating multimedia projects that address customer needs and resolve a problem. Students implement personal and interpersonal skills to prepare for a rapidly evolving workplace environment. The knowledge and skills acquired and practiced will enable students to successfully perform and interact in a technology driven society. Students enhance reading, writing, computing, communication, and critical thinking skills and apply them to the information technology environment. This course does count for the technology education credit requirement.

**WEB TECHNOLOGIES** **Grade Level: 10-12** Prerequisite: None Credit: 1 unit Through the study of web technologies and design, students learn to make informed decisions and apply the decisions to the field of information technology. Students implement personal and interpersonal skills to prepare for a rapidly evolving workplace environment. The knowledge and skills acquired and practiced will enable students to successfully perform and interact in a technology-driven society. Students enhance reading, writing, computing, communication, and critical thinking skills and apply them to the information technology environment. This course does count for the technology education credit requirement.

**PROBLEMS AND SOLUTIONS 1** **Grade Level: 11-12** Prerequisite: Audio Video Production Credit: 1 unit Within the scope of the curriculum students develop video projects on topics related to career interests, use scientific methods of investigation to conduct in-depth research, are matched with a mentor from the business or professional community, compile findings, and present their findings to an audience that includes experts in the field. To attain academic success, students must have opportunities to learn, reinforce, apply, and transfer their knowledge, skills, and technologies in a variety of settings. Students have the opportunity to earn only one advanced measure for the Distinguished Achievement Program through Problems and Solutions 1 or Problems and Solutions 2. This course does count for the technology education credit requirement.

**PROBLEMS AND SOLUTIONS 2** **Grade Level: 11-12** Prerequisite: Problems and Solutions 1 Credit: 1 unit Within the scope of the curriculum students develop video projects on topics related to career interests, use scientific methods of investigation to conduct in-depth research, are matched with a mentor from the business or professional community, compile findings, and present their findings to an audience that includes experts in the field. To attain academic success, students must have opportunities to learn, reinforce, apply, and transfer their knowledge, skills, and technologies in a variety of settings. Students have the opportunity to earn only one advanced measure for the Distinguished Achievement Program through Problems and Solutions 1 or Problems and Solutions 2. This course does count for the technology education credit requirement.

**MANUFACTURING**

**PRINCIPLES OF MANUFACTURING** **Grade Level: 9-12** Prerequisite: None Credit: 1 unit This course provides students the opportunity to investigate the knowledge and skills important in manufacturing technology and related careers in manufacturing. Students study common manufacturing tools, machines, materials and processes in the laboratory. Experiences in planning and controlling simulated manufacturing systems and projects allow students to explore the organizational structures and management strategies in manufacturing.

**FLEXIBLE MANUFACTURING** **Grade Level: 10-12** Prerequisite: Principles of Manufacturing Credit: 1 unit This course provides the knowledge, skills, and technologies required for employment in metal technology systems. Students need to develop knowledge of the concepts and skills related to this system in order to apply them to personal and career development. Knowledge about career opportunities, requirements, expectations and the development of workplace skills prepare students for success.

**WELDING 1** **Grade Level: 10-12** Prerequisite: Flexible Manufacturing Credit: 1 unit Welding provides the knowledge, skills, and technologies required for employment in metal technology systems. Students develop knowledge and skills related to this system and apply them to personal career development. Knowledge about career opportunities, requirements, and expectations and the development of workplace skills prepare students for future success.

**WELDING 2 \*** **Grade Level: 11-12** Prerequisite: Welding 1 Credit: 2 units Blocked for two consecutive class periods This course builds on knowledge and skills developed in Welding. Students will develop advanced welding concepts and skills as they relate to personal and career development. Students will have opportunities to reinforce, apply, and transfer knowledge and skills to a variety of settings and problems.

**MARKETING**

**FASHION MARKETING** **Grade Level: 10-12** Prerequisite: None Credit: ½ unit This course is designed to provide students with knowledge of the various business functions in the fashion industry. Students will gain a working knowledge of promotion, textiles, merchandising, mathematics, selling, visual merchandising, and career opportunities. **RETAILING AND E-TAILING \*** Grade Level: 10-12 Prerequisite: None Credit: ½ unit Students will have the opportunity to develop skills that involve electronic media techniques necessary for a business to compete in a global economy. Students will coordinate online and off -line marketing and will demonstrate critical-thinking skills using decision-making models, case studies, various technologies, and business scenarios. \*This course is eligible for dual credit through DCCCD for students who meet college entrance requirements.

**SPORTS AND ENTERTAINMENT MARKETING** **Grade Level: 10-12** Prerequisite: None Credit: ½ unit This course will provide students with a thorough understanding of the marketing concepts and theories that apply to sports and sporting events and entertainment. This is a growing industry and employs athletes, musicians, stage crews, advertising agents, promotion agents, event planners, and numerous other related professions. This course will include basic marketing, target marketing and segmentation, sponsorship, event marketing, promotions, sponsorship proposals, and implementation of sports and entertainment marketing plans. Students will be provided an opportunity to develop promotional plans, sponsorship proposals, endorsement contracts, sports and entertainment marketing plans, and evaluation and management techniques

**PRACTICUM IN MARKETING DYNAMICS 1 & 2 \*** **Grade Level: 11-12** Prerequisite: 16 years of age Credit: 2 units A minimum of 10 hours of supervised work experience per week is required. Through course required employment, students gain knowledge and skills that help them become proficient in one or more of the marketing functional areas. Students gain knowledge and skills that help them to be proficient in one or more of the marketing functional areas associated with distribution, financing, marketing information management, pricing, product planning, promotion, purchasing, risk management, and customer service skills. Students integrate skills from academic subjects, information technology, interpersonal communication, and management training to make responsible decisions. Students will illustrate appropriate management and research skills to create the marketing mix. \*This course is eligible for dual credit through DCCCD for students who meet college entrance requirements.

**TRANSPORTATION, DISTRIBUTION AND LOGISTICS**

**PRINCIPLES OF TRANSPORTATION, DISTRIBUTION, AND LOGISTICS** **Grade Level: 9-12** Prerequisite: None Credit: .5 unit In Principles of Transportation, Distribution and Logistics, students gain knowledge and skills in the safe application, design, production and assessment of products, services and systems. Students should apply knowledge and skills in the application, design and production of technology as it relates to the transportation, distribution, and logistics industries. This course allows students to reinforce, apply and transfer their academic knowledge and skills to a variety of interesting and relevant activities, problems and settings.

**AUTOMOTIVE TECHNOLOGY 1 \* AND 2 \*\*** **Grade Level: 11-12** Prerequisite: At least 12 credits Credit: 2 units Blocked for two consecutive class periods Automotive Technology provides students with training for entry-level employment or postsecondary training in the automotive technology field. This course includes knowledge of the function of the major automotive systems and the principles of diagnosing and servicing these systems. The focus of this course is to teach the theory of operation of automotive vehicle systems and associated repair practices. Students are expected to purchase an automotive lab shirt at an estimated cost of $25. This course is taught at MHS for students from all high school campuses. \*\*This course is eligible for dual credit through DCCCD for students who meet college entrance requirements.

**COLLISION REPAIR AND REFINISHING 1 \* AND 2 \*** **Grade Level: 11-12** Prerequisite: At least 12 credits Credit: 2 units Blocked for two consecutive class periods This course provides students with training for entry-level employment or post-secondary training in the field of automotive collision repair and refinishing. Students will gain knowledge of the processes, technologies, and materials used in the reconstruction and alteration of vehicles. This course is designed to teach the concepts and theory of systems related to automotive collision repair and refinishing. Students are expected to purchase an automotive lab shirt at an estimated cost of $25. This course is taught at MHS for students from all high school campuses.