# Program of Study

**Career Field: Business, Marketing, and Management**  
**Career Cluster: Marketing**  
**Career Pathway: Professional Selling**

## Western Nebraska Community College

**DEGREE:** Business Technology Marketing Specialist Option  
[http://www.wncc.net/programs/majors/BUST.html](http://www.wncc.net/programs/majors/BUST.html)

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<th>GRADE</th>
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| 9     | English/Language Arts I | Algebra I | Physical Science | Geography | World Languages and Cultures  
Health Education  
Entrepreneurship  
Information Technology App. I  
Art | Marketing (2 Semesters)  
Plus one from the following:  
Advanced Marketing  
Fashion Marketing | School Activities:  
Class fundraisers, Concessions  
management, DECA, FBLA, Manage a school store, School newspaper/yearbook, Student Government |  
Community Activities:  
Develop community web site, Job shadow professionals, Join Junior Achievement, Start a business, Visit the Chamber of Commerce |
| 10    | English/Language Arts II | Geometry | Biology | World History | Accounting  
Graphic Design  
Sports and Entertainment Marketing  
Personal Finance Economics |                          |                                               |
| 11    | English/Language Arts III | Algebra II | Chemistry | American History |                          |                                               |
| 12    | English/Language Arts IV | Intro to Statistics  
Descrete Math  
Pre-Calc | Physics | American Government or Economics |                          |                                               |
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|       |         |      |         |                |                   |                          |                                               |
| 13 and 14 | English Composition 1  
Human Communications | Introduction to Algebra  
Intro to Computer Science | Human Relations  
Intro to Database (Access)  
Salesmanship  
HTML | Freshman Seminar (Succeeding in  
Career Development  
Salesmanship)  
Web Design (Dreamweaver) | Principles of Accounting 1  
Principles of Accounting 2  
Microcomputer Applications  
Using Windows | Advertising  
Retailing |
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**WNCC**

*2/11/2011*