Course: Digital Marketing (9-12)

The Digital Marketing course is designed to give students a general background in digital marketing and an introduction to the rapidly growing and evolving career field. Students will be exposed to the fundamental concepts and principles of the digital experience, focus on the learning tools and skills necessary for solving business problems, and developing marketing opportunities. The course will provide practical experience in, but not limited to: eCommerce, media planning, branding, online advertising, display advertising, digital campaigns, social media marketing, and mobile media.

Course: Entrepreneurship (9-12)

Students will gain an understanding of the marketing and management principles necessary to start and operate their own business. They will develop an awareness of the opportunities for small business ownership and develop the planning skills needed to open a small business. Students will become aware of the traits and characteristics of successful entrepreneurs. Students will gain an awareness of knowledge needed in research, planning and regulations affecting the small business and the means of financing a small business. They will understand the specific strategies of business management and marketing and the economic role of the entrepreneur in the market system. Entrepreneurship is designed for students enrolled in business and marketing education, and/or other courses, who have an interest in developing the skills, attitudes, and knowledge necessary for successful entrepreneurs.

Course: Introduction to Information Technology (9-12)

Introduction to Information Technology is a one-semester course created to introduce students to the four program areas in information technology, namely Information Support and Services, interactive Media, Networking Systems and Programming and Software Development. The goal of this course is to help students interested in an information technology career decide where their interests lie.

AP Computer Science Principles (11-12)

Computer Science Principles is a new course that follows a project to develop a computer science course that seeks to broaden participation in computing and computer science. The course places emphasis on the principles of computer science rather than just programming. The AP Computer Science course is rigorous programming course in computer science. The major theme of the course is problem solving. Prerequisite: Secondary Math 2
Recommended: Information Technology, Computer Programming I, Exploring Computer Science, or Computer Programming II
Big ideas and concepts include:
1. Computing is a creative activity.
2. Abstraction reduces information and detail to facilitate focus on relevant concepts.
3. Data and information facilitate the creation of knowledge.
4. Algorithms are used to develop and express solutions to computational problems.
5. Programming enables problem solving, human expression, and creation of knowledge.
6. The Internet pervades modern computing.
7. Computing has global impacts.

For more information, visit csprinciples.org.

Course: Digital Media I (9-12)

Digital Media is the process of analyzing, designing and developing interactive media. Digital Media I is the first-year digital media course where students will create and learn digital media applications while using elements of text, graphics, animation, sound, video, and digital imaging for various formats. These abilities will prepare students for entry-level multimedia positions and provide fundamental 21st Century Learning skills beneficial for other occupational/educational endeavors.

Course: Digital Media II (10-12)

Digital Media II is a course designed to teach the process of planning, instructional design, development, and publishing of digital media and interactive media projects. Digital Media II is the second year course within digital media pathway where students will focus on developing advanced skills to plan, design, and create interactive projects using the elements of text, 2-D and 3-D graphics, animation, sound, video, digital imaging, interactive projects, etc. These skills can prepare students for entry-level positions and other occupational/educational goals.

Course: Network Fundamentals (10-12)

Utah's Network Fundamentals are based on CompTIA 2011 Network+ Objectives. The CompTIA Network+ certification is an internationally recognized validation of the technical knowledge required of foundation-level IT network practitioners.

Course: College and Career Awareness (7)

Students will increase their understanding of their individual roles and identity, including their goals and aspirations, their interests, and their work values. Students will learn about careers and know how to access current information about market demand, average earnings, and training and education requirements. Students' increased understanding of their personal work-related characteristics and knowledge of careers and related education requirements, will support the development of well-defined College and Career Ready Plans.