

**Develop the skills needed to pursue a four-year degree. Then, see where your strengths and passions collide to refine your area of focus.**



## Pathway Description:

The courses in this 1-year regional pathway are designed to transfer into a four-year college business program.

## Key Competencies:

- Develop the skills needed for a professional secretary's position in a modern-day office, such as personal traits, telephone skills, communication processing capabilities, office supplies and equipment, and material utilization.
- Practice utilizing business resources, making travel arrangements, arranging meetings and conferences.
- Performing banking responsibilities.
- The student will be equipped to handle these functions in a modern-day office and will refine skills associate with communication effectively in the office.
- Explore the principles of business writing, emphasizing the most important and frequently written business correspondence including business letters, memorandums, and e-mail.
- Understand the basic concepts of information systems and computer literacy, including spreadsheets and database management systems (DBMS).
- Discover internal and external business functions, including economics, marketing, entrepreneurship, and management as well as related domestic and international business issues.
- Practice theoretical planning, organizing, staffing, directing, and controlling formal and informal organizations of all sizes.
- Studying consumer and organizational buying behavior, targeting market opportunities, developing and managing new products, marketing channels, logistics, and strategic market planning and implementation.

## Courses (HS Credits):

BG43 Office Procedures (1)  
 BG16 Business Communications (2)  
 9GG9 Information Computing (1)  
 B601 Introduction to Business (1)  
 B601 Principals of Management (1)  
 B605 Principals of Marketing (1)

**Total College Credits: 18**

**Annual National Average Salary for a Marketing Coordinator: \$44,800**

## Career Opportunities:

Accountant	Financial Advisor
Entrepreneur	Marketing Coordinator