

INTRODUCTION TO MARKETING (411072)

9-10-11-12 ½ credit

[mrkt](#)

Prerequisite: Must not have previously enrolled in Marketing I.

Marketing permeates our lives, from advertising that we are exposed to on a daily basis, to the product decisions we make as consumers, to the need for all of us to communicate with and persuade others in order to accomplish our personal and professional goals. Students go behind the scenes in retail, manufacturing and other marketing organizations to learn how key marketing decisions are made. Students also learn how key marketing concepts, principles and theories can help marketers make effective decisions.

KEYSTONE/COMPUTERS (411040)

9 ½ credit

[bsns](#)

During the computers section of the course, students will be prepared for a successful high school experience. This will include how to use Microsoft PowerPoint and how to do quality research. Using Microsoft Word, students will key reports using an established format guideline and learn how to avoid plagiarism. Proper online etiquette will be incorporated throughout the course which includes e-mail usage, Internet safety and cyber bullying.

Keystone class will focus on study skills, note-taking, paraphrasing and personal learning styles. Also covered are social skills, the dangers of tobacco, alcohol, drug use and unprotected sex. Students will explore career options based on results from several personal inventories. Guest speakers from the community will come in to discuss suicide, bullying and healthy relationships. Students will create four year education plans and career presentations.

***Completion of Keystone/ Computers, Computer Applications I, II and III meet the requirements for a Microsoft Office Diploma. Students must fill out appropriate paperwork and meet the WITC grading scale.**

MULTIMEDIA I (411050)

9-10-11-12 ½ credit



Multimedia I is a one-semester course in which students learn Adobe InDesign software along with design concepts to create professional-looking publications. Students will use InDesign features to

set up multiple page documents; format text, body copy, and headlines; work with color; place graphics from Adobe Photoshop and Adobe Illustrator; create tables; prepare publications for output; and explore animation and interactive features. Students will also have the opportunity to create publications that will be used by various departments and student organizations throughout the high school.

MULTIMEDIA II (411051)

9-10-11-12 ½ credit

[mm](#)

Prerequisite: Multimedia I

In Multimedia II students use Adobe Photoshop, a professional standard digital photo and graphic editing software. Students will develop basic to advanced Photoshop skills while creating professional-looking graphics. In addition to completing exercises and projects in the textbook, students will also create publications that will be used by various departments and student organizations throughout the high school.

MULTIMEDIA III (411052)

10-11-12 ½ credit

[mm](#)

Prerequisite: Multimedia II

This semester course introduces students to Adobe Illustrator, where they will create polished, professional-looking artwork. In addition to completing exercises where students learn Illustrator's basic through advanced features, they will also be able to create artwork that will be used in student-relevant publications.

MULTIMEDIA IV (411053)

10-11-12 ½ credit

[mm](#)

Prerequisite: Multimedia III

Students in this one-semester course will learn Adobe Dreamweaver and Flash. Students will complete projects resulting in professional-looking websites, animations, and artwork. Throughout the course, students will also shift between the other Creative Suite applications of InDesign, Photoshop, and/or Illustrator.