



LIBERTY HIGH SCHOOL MARKETING & MANAGEMENT

INSTRUCTOR:

JEREMY NESBITT

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For students interested in:

- Entrepreneurship
- Marketing
- Accounting
- Finance
- International business
- Advertising

SEQUENCE OF COURSES

Please refer to HSD course catalog for more information



PATHWAY TEACHES

STUDENTS TO:

- Understand the marketing mix, promotion and advertising
- Participate in a retail business simulation
- Learn how to be an entrepreneur and solve real world case studies for businesses
- Manage, market and run student based enterprises– Liberty Flight Deck
- Stock Market Game and Budget Challenge Simulation
- Organize and promote athletic, music and festival events

CAREER POSSIBILITIES & SALARY RANGES

• Brand Manager	\$40,989- \$114,745
• Advertising Manager	\$82,757- \$113,691
• Retail Sales Manager	\$31,393- \$51,832
• Financial Manager	\$77,522- \$137,862
• Event Planner	\$37,627- \$59,093
• Public Relations Manager	\$39,603- \$77,771
• Budget Analyst	\$60,070- \$83,512

SOME LOCAL COLLEGES & MAJORS

- **PCC**– Associate of Applied Science: Accounting, Management or Marketing, One-year Certificate: Accounting clerk or Marketing
- **OSU**– Bachelors of Science: Accountancy, Business Management, Economics, Finance, Management, Marketing or Merchandising Management
- **PSU**– Bachelors of Arts: Accounting, Advertising Management, Finance or Marketing
- **U of O**– Bachelors of Science: Accounting, Advertising, Business Administration, Economics or Public Relations

POTENTIAL LOCAL EMPLOYERS

- Intel
- Qorvo
- Genentech
- Oracle America
- Micron Laser Technology
- Adidas
- First Tech Credit Union
- Adobe Systems Inc.
- Synopsys
- Thermo Fisher Scientific
- Nike

To learn more about career and college opportunities, make an appointment with your counselor 503-844-1250