



BUSINESS & MARKETING PATHWAY PROGRAM FACT SHEET

Publications

Program Description

First year yearbook students are responsible for developing and producing the school yearbook, which reflects all aspects of the academic and extracurricular activities for the year. This includes laying out pages, writing copy, photos, editing, proofreading, scheduling, budgeting and distributing the yearbook. Second year students assume the editorial/leadership positions.

Curriculum

Students will gain the following knowledge and skills:

- ▶ Use technical writing skills for editing and proofreading copy
- ▶ Apply finance principles in managing yearbook profit and loss
- ▶ Utilize interviewing techniques
- ▶ Understand elements of photography
- ▶ Apply basic design principles to page layouts
- ▶ Understand copyright issues and ethics in journalism

Recommended Classes

9 th Grade	Information Technology or Information Technology-Honors
10 th or 11 th Grade	Visual Communications 1-2 Journalistic Writing 1-2 Marketing 1-2 Yearbook 1-2
11 th or 12 th Grade	Yearbook 3-4 Editor Practicum (school newspaper)

Student Leadership Organization

FBLA (Future Business Leaders of America) – an association of students preparing for careers in business and business-related fields, featuring career and leadership development.

College Credit (Tech Prep, AP, etc.)

High School Class	Type of College Credit	# of Credits	Fee
IT or IT Honors	Tech Prep	5	No
Visual Communications 1-2	Tech Prep	5	No
Marketing 1-2	Tech Prep	5	No

Employment Outlook

Job Title	Median Full-time Salary	Local Projected Growth			
		2002	2012	Change	% Change
Desktop Publisher	\$38,645	346	388	42	+12.1%
Editor	\$64,935	1,636	1,872	236	+14.4%
Graphic Designer	\$47,675	3,486	4,051	565	+16.2%
Journalist	\$47,925	1,779	2,092	313	+17.6%
Proofreader	\$23,755	418	449	31	+7.4%

Source for salary and growth projections: Washington State Employment Security Department. King County data and projections used when available. www.workforceexplorer.com

Program Contacts

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**For more information
on careers, visit your
high school Career
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