



MARKETING & COMMUNICATIONS

Marketing and Communications professionals are experts at connecting with individuals and organizations. They live in a world of diverse disciplines, including advertising, brand management, journalism, social media marketing, and more. Students focused on the communications discipline have the opportunity to build a foundation for a career in business, government, public service, or even entrepreneurship.



MARKETING & COMMUNICATIONS

Career Pathway: Marketing Manager



Job Summary

Marketing managers are responsible for developing strategies to market businesses, brands, products, or services and then tracking their results for key stakeholders. They assess the demand for products and services, run comparative analyses about competitors, and determine what markets would be best for the items they are marketing. They develop public relations strategies and keep track of industry trends. In addition, marketing managers sometimes create pricing plans and might help with the development of new products or services.



Colleges & Universities to Consider

Bucknell University | DePaul University | Emerson College | High Point University
Indiana University - Bloomington | University of Southern California | University of Texas - Austin
University of Virginia | Villanova University | Washington University in St. Louis

\$132,620

MEDIAN ANNUAL SALARY

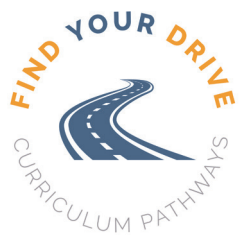
\$65,000

AVERAGE STARTING SALARY

+8%

GROWTH BY 2028

Salary & Industry Growth Sources: U.S. Bureau of Labor Statistics 2018 | Payscale.com
College & University Sources: Niche.com (2020) | U.S. News & World Report



MARKETING & COMMUNICATIONS

Career Pathway: Technical Writer



Job Summary

Technical writers, also called technical communicators, prepare instruction manuals, how-to guides, journal articles, and other supporting documents to communicate complex and technical information more easily. They also develop, gather, and disseminate technical information through an organization's communications channels.



Colleges & Universities to Consider

Boston University | Indiana University | Middlebury College | New York University
Purdue University | Swarthmore College | University of Chicago | University of Iowa
Wellesley College | Williams College

\$71,850

MEDIAN ANNUAL SALARY

\$48,000

AVERAGE STARTING SALARY

+8%

GROWTH BY 2028

Salary & Industry Growth Sources: U.S. News & World Report | U.S. Bureau of Labor Statistics 2018 | Payscale.com
College & University Sources: CollegeMagazine.com (2019)



MARKETING & COMMUNICATIONS

Career Pathway: Public Relations Specialist



Job Summary

Public relations specialists work on behalf of a company, organization, government, or individual to generate positive publicity while conveying their client's message to the public. They try to portray a particular image of their client, and strive to enhance their reputation. Public relations, often abbreviated as PR, requires close relationships with journalists, photographers, bloggers, and other opinion leaders that are relevant to specific clients. PR specialists may write press releases, presentations, speeches, and social media posts on behalf of their clients. In addition, a public relations specialist might serve as a spokesperson for a client, or prepare a client for a print or video interview.



Colleges & Universities to Consider

American University | Boston University | Butler University | Chapman University | Ithaca College
Pennsylvania State University | Pepperdine University | Syracuse University | University of Florida
University of Southern California

\$121,060

MEDIAN ANNUAL SALARY

\$69,000

AVERAGE STARTING SALARY

+6%

GROWTH BY 2028

Salary & Industry Growth Sources: U.S. Bureau of Labor Statistics 2018 | Payscale.com
College & University Sources: Niche.com (2020) | U.S. News & World Report



MARKETING & COMMUNICATIONS

Laurel Springs Core Course Offerings

AP English Language & Composition

AP English Language and Composition prepares students to become skilled readers of prose written in a variety of periods, disciplines, and rhetorical contexts. The reading and writing assignments in this course will make students aware of the interactions among a writer's purposes, audience expectations, and subjects as well as how language choice contributes to the effectiveness of a piece of written work. At the end of the course, they will be prepared not only for the AP exam in English Language and Composition, but any situation requiring critical thinking, clear communication, and analysis of multiple - and sometimes conflicting - viewpoints.

Prerequisite: Junior or senior standing; A or B in English

AP English Literature & Composition

In AP English Literature and Composition, students will read, analyze, write, rewrite, and discuss creations by world-renowned authors. With intensive concentration on composition skills and on authors' narrative techniques, this experience equips students with recipes for success in college, career, and the AP exam in English Literature and Composition.

Prerequisite: Junior or senior standing; A or B in English

AP Psychology

Advanced Placement Psychology is a college level course providing students with an overview of the development of human behaviors and thoughts. Along with preparation for the AP Psychology exam, the goals of this course are to immerse students in modern psychological investigation techniques, to accentuate the ethics and morality of human and animal research, and to emphasize scientific critical thinking skills in application to the social sciences.

Prerequisite: Successful completion of Biology

AP Statistics

AP Statistics provides students with hands-on experience collecting, analyzing, graphing, and interpreting data. This course draws connections between all aspects of the statistical process, including design, analysis, and drawing conclusions. Students will use the vocabulary of statistics to communicate statistical methods, results and interpretations. They will also use graphing calculators and read computer output to further the development of their statistical skills. Students will learn to effectively design and analyze research studies by reviewing and evaluating real-world examples taken from an array of professional disciplines including meteorology, medicine, politics, and athletics.

Prerequisite: Successful completion of Algebra 2

Economics

The Economics course begins with a survey of the basic principles concerning production, consumption, and distribution of goods and services within the free enterprise system. Students will examine the rights and responsibilities of consumers and businesses, analyze the interaction of supply, demand, and price, and study the role of financial institutions. The impact of a variety of factors including geography, government intervention, economic philosophies, historic documents, societal values, scientific discoveries and technological innovations on the national economy, and economic policy will be an integral part of the course. Students will also examine the knowledge and skills necessary as self-supporting adults to make critical decisions relating to personal financial matters such as seeking college financial aid, using credit wisely, and balancing financial accounts.

Pre-Calculus

Pre-Calculus teaches students the concepts and skills necessary to succeed in college-level mathematics courses and in mathematics-based disciplines such as chemistry and physics. The course contains in-depth coverage of trigonometry, logarithms, analytical geometry, and upper-level algebraic concepts. There is also emphasis on multiphase calculations, translations and applied mathematics, problem solving, and the development of productive thought patterns.

Prerequisite: Successful completion of Algebra 2

Psychology

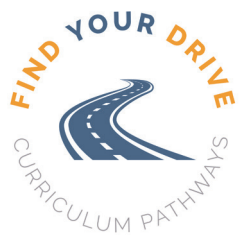
This course will provide a solid foundation for success in later psychology courses. The concepts discussed here will help you know yourself better; understand your family members, friends, and people you encounter; and improve your relationships. Students will learn how psychologists develop and validate theories and will examine how hereditary, social, and cultural factors help form an individual's behavior and attitudes. Students will also evaluate the effectiveness of different types of psychological counseling and therapy. Highly interactive content includes online discussions that help develop critical thinking skills.

Prerequisite: Successful completion of Biology

Sociology

The Sociology course takes a fresh and accessible theoretical approach appropriate to our contemporary world. While the course emphasizes the interactionist perspective, students learn a range of theoretical thought, including postmodernism. Students will put into practice what they are learning through innovative methodological exercises in each chapter. This course will allow students to make profound analytic connections between their individual lives and the structure of their society.

Contact Your College Counselor to Learn More



MARKETING & COMMUNICATIONS

Laurel Springs Elective Course Offerings

Advertising and Sales Promotion

In Advertising and Sales Promotions, you'll see exactly how marketing campaigns, ads, and commercials are conceived and brought to life and even meet some of the creative folks who produce that memorable media. You'll learn about different career opportunities in the field and discover ways that you too can be a part of this exciting, fast-paced industry.

American Sign Language 1

Did you know that American Sign Language (ASL) is the third most commonly used language in North America? In this course, you will explore Deaf culture – social beliefs, traditions, history, values and communities influenced by deafness. American Sign Language 1 Part A will introduce you to vocabulary and simple sentences so that you can start communicating right away. Part B will introduce you to more of this language and its grammatical structures. You will expand your vocabulary by exploring interesting topics like Deaf education and Deaf arts and culture.

American Sign Language 2

Building upon American Sign Language 1, you will improve your communication skills and foster your understanding of deaf culture. You will learn about classifiers, glossing, and mouth morphemes, as well as how to give descriptions and directions. Students will learn how to tell a story and ask questions, benefiting with greater exposure to deaf culture.

Business Information Management 1A

Build your career skills and strengthen your knowledge of business information management by exploring types of businesses and the elements of business planning. Learn about the initial requirements to start a business, then examine business finances, marketing, sales, and the importance of customer service. Computer hardware, networks, and the internet are discussed as well as the basics of web design. Lastly, you will explore ethics and business law, giving you an opportunity to discover your passion for business!

Business Information Management 1B

Building on the prior prerequisite course, you will become more familiar with the application of information management in business. You will learn about professional conduct, team work, and managerial skills while also examining careers in business technology. The basics of word processing, spreadsheets, databases, and presentation software are explored while you become comfortable operating each of these programs. Finally, the future of business technology is discussed, providing you a foundation in business information management.

Creative Writing

Literature is one of the most important human art forms. It allows us to give voice to our emotions, create imaginary worlds, express ideas, and escape the confines of material reality. From finding inspiration to building a basic story to using complicated literary techniques and creating strange hybrid forms of poetic prose and prose poetry, this course provides students with a solid grounding in the writing process. By the end of this course, students will learn how to discover their creative thoughts and turn those ideas into fully realized pieces of creative writing.

Journalism

In our Journalism course, you'll learn how to write a lead that grabs your reader's attention, interview sources effectively, and write engaging news stories. You will explore the history of journalism and how the modern world of social media can provide an excellent platform for news. You'll learn how to transform your writing, photography, and collaborative skills into a journalism-based career.

Marketing Foundations 1A

Welcome to the fast-paced and exciting world of marketing! You will learn about the role of marketing in business in addition to the basics of business management, customer service, and economics. Also, you will examine how to identify target markets, perform market research, and develop successful marketing strategies. Finally, the legal and ethical considerations of business and marketing are discussed along with the impact of government on business.

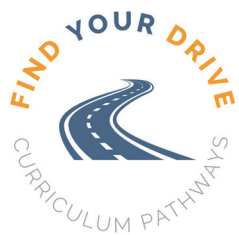
Marketing Foundations 1B

Building on the prior, prerequisite course, you will dive deeper into the marketing world with real world applications and practices. Engage with the marketing mix by studying understanding branding, advertising, promotion strategies, and more. Learn about effective sales techniques and discover employment opportunities to pursue a career in this exciting field!

Photojournalism

A powerful image can tell a story without words. Students in Photojournalism will be introduced to some of the pioneers who set the standards for this unique way of storytelling. As they study the principal types of photojournalism and the ethical responsibilities a photojournalist has behind the lens, students will develop their storytelling skills through their writing and photographs.

Contact Your College Counselor to Learn More



MARKETING & COMMUNICATIONS

Laurel Springs Elective Course Offerings

Principles of Business, Marketing, and Finance 1A

Gain fundamental knowledge that will help you pursue a career in business! You will explore the different types of businesses and ownership forms, the impact of governments on business, and the marketing of goods and services. You will also engage with the principles of globalization, free trade, and various economic systems. Finally, the impact of technology on business, business ethics, and social responsibility are discussed, providing you with a foundational knowledge of business.

Principles of Business, Marketing, and Finance 1B

Building on the prior prerequisite course, you will expand your knowledge of the basics to explore advanced topics, such as marketing strategy, banking, and investments. Finally, examine employability skills and careers in business, finance, and marketing as well as various entrepreneurship opportunities.

Public Speaking

The art of public speaking is one that underpins the very foundations of Western society. This course examines those foundations in both Aristotle and Cicero's views of rhetoric and then traces those foundations into the modern world. Students will learn not just the theory, but also the practice of effective public speaking, including how to analyze the speeches of others, build a strong argument, and speak with confidence and flair. By the end of this course, students will know exactly what makes a truly successful speech and will be able to put that knowledge to practical use.

Social Media: Our Connected World

If you thought social media platforms were just a place to keep track of friends and share personal photos, this course will show you how to use these resources in much more powerful ways. Learning how to interact on social media platforms is crucial to surviving and thriving in this age of digital communication. In Introduction to Social Media, you'll learn the ins and outs of social media platforms, like Facebook, Twitter, Pinterest, Google+, and more and how to use them for your benefit—personally, academically, and eventually professionally.

Sports and Entertainment Marketing

If you've ever wondered about how things work behind the scenes of a major sporting event such as the Super Bowl or even entertained the idea of playing a role in such an event, then this course will introduce you to the fundamentals of such a career. In this course, you'll have the opportunity to explore basic marketing principles and delve deeper into the multi-billion-dollar sports and entertainment marketing industry. You'll learn about how professional athletes, sports teams, and well-known entertainers are marketed as commodities and how some of them become billionaires as a result.

Creative Writing & Photography

CLUB | Students discover and engage in real world publishing experiences as members of the Creative Writing and Photography Club. Students are considered staff writers, photographers and editors with the culmination of the annual publication of the Laurel Springs Vision and Voices Magazine published at the end of each year. This club is for students who enjoy writing and reading poetry, fiction and non-fiction, and submitting photography to be published. Members improve, enhance, and build on their talent for creativity through peer editing and teacher guidance. Student editors lead a lively monthly meeting to share their creative passions. This club is open to students in grades 7-12.

Photography

CLUB | Members in the Photography Club have a unique and creative eye capturing images around them. Members submit their varied images of landscapes, people, abstracts, and then share with other members. Some topics are driven by a specific theme or period of time. The shared interest is a love for documenting our amazing world through photography. Members also hone their craft by exploring topics like framing the photos; cropping, filters, creativity, well-known photographers and so much more. This club open to students in grades K-8.

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