

# Business & Marketing Education and Informational Technology

## **About:**

The primary mission of Business & Information Technology is to prepare students for business occupations and to teach students about business. Education about Business & Information Technology focuses on those aspects of business that affect every member of society, whereas preparation for business occupations focuses on the preparation of individuals to own or operate their own business or to work in a variety of business functions.

Marketing Education is the instructional program designed to prepare individuals for the major occupational areas within marketing and management. Marketing, simply defined, is the selling of ideas, products and services of all kinds to identified and qualified markets. Marketing Education embodies competency-based instruction, the project-based method, portfolio assessment and cooperative learning. Instruction for marketing education is a combination of hard and soft skills where students learn occupational skills that are transferable to many careers as well as technical college and university degrees.

## **Advanced Course Options & Opportunities**

- Transcribed Credit Courses through MSTC
  - Advanced Accounting
  - Marketing Principles
  - IT Fundamentals II
- Marketing & Business Skills Standard Certificate
- PC Pro-Certification
- Microsoft Office Specialist Certification

## **Resources**

- For more information about business education from WI DPI, please visit [dpi.wi.gov/bit](http://dpi.wi.gov/bit)
- For more information marketing information from WI DPI, please visit [dpi.wi.gov/mmee](http://dpi.wi.gov/mmee)