



Pathway: Business Information Technology

Plan of Study: Digital Multimedia

Career Goal (O*Net Code): Desktop Publisher 43.9031.00, Advertising & Promotions Manager 11-2011.00, Media & Communications Worker 27-3099.99, Web Developer 15-1099-04, Graphic Designer 27-1024.00, Public Relations Manager 11-2031.00, Public Relations Specialist 27-3031.00

Suggested High School Courses

| High School * Default includes CDHE Higher Education Admission Requirements | Grade | Core Academic Courses*: | English 9, Speech, Health, Algebra I, Geography, Earth & Physical Science | Suggested Electives: |
|--|-------------------------|---|--|----------------------|
| | | Career Path Courses: | Word Processing, Computer Applications | |
| 10 th | Core Academic Courses*: | English 10, Geometry, World History, Biology | Suggested Electives: Leisure Sports Basic Foods Art | |
| | Career Path Courses: | Digital Media, Business Leadership | | |
| 11 th | Core Academic Courses*: | Expository Writing & American Literature, Algebra II, American History, Physics | Suggested Electives: Fitness & Conditioning Creative Foods Advanced Art | |
| | Career Path Courses: | Accounting I, Business Procedures, Graphic Design, | | |
| 12 th | Core Academic Courses*: | Senior English, American Government | Suggested Electives: Advanced Weights | |
| | Career Path Courses: | Business Math, Internet Applications, Web Page Design, Morgan Community College Computer Applications | | |

Secondary to Postsecondary Linkages & Certifications

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| Recognition for Advanced Learning | Postsecondary Credit Options: Morgan Community College Associates Degree |
| | Industry Recognized Certificate(s) or License(s): MOUS Certification |

| Postsecondary Education Opportunities | Colorado Postsecondary Programs Available | Colorado Institutions | Entrance Exams/ Requirements |
|---------------------------------------|--|---|--|
| | Certificate | Visual Communication, Web Design, Web/Multimedia Management & Webmaster | www.collegeincolorado.org Morgan Community College, Aims Community College, Arapahoe Community College, Community College of Aurora, Front range Community College, Metropolitan State College of Denver, Pikes Peak Community College, Pueblo Community College, Red Rocks Community College |
| Associate Degree | Visual Communication, Web Design, Web/Multimedia Management & Webmaster, Digital Media, Commercial and Advertising Art, Communications Multimedia, Multimedia Technology, Multimedia Graphic Design, Television & Video Production | www.collegeincolorado.org Morgan, Community College, Aims Community College, Arapahoe Community College, Community College of Aurora, Front Range Community College, Pikes Peak Community College, Pueblo Community College, Otero Community College, Red Rocks Community College, Trinidad State Junior College, Mesa State College, Colorado Mountain College, Community College of Denver, Northeastern Junior College, Lamar Community College | High School diploma/GED |

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|--|------------------------|--|--|--|
| | Bachelor Degree | Digital Media, Communications Multimedia, Multimedia Technology, Multimedia Graphic Design, Television & Video Production | www.collegeincolorado.org Adams State College, Colorado State University, Fort Lewis College, Mesa State College, Colorado School of Mines, Metropolitan State College of Denver, University of Colorado at Colorado Springs and Denver, University of Northern Colorado, Western State College, | See each school's Admissions website. |
| | Graduate Degree | Computer Graphics, Commercial and Instructional Designer | www.collegeincolorado.org University of Colorado-Boulder, University of Colorado- Denver, University of Colorado-Colorado Springs | See each school's Admissions website |

Cluster Overview: The **Management and Administration Career Cluster** prepares students for careers that encompass planning, organizing, directing and evaluating business functions essential to efficient and productive business operations. Business Management and Administration career opportunities are available in every sector of the economy.

Extended Learning Experiences

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| Curricular Experiences: Future Business Leaders of America Phi Beta Lambda Art Club Student Council Yearbook | Extracurricular Experiences: FBLA Fall, District, State, National Leadership Conferences PBL Fall, District, State National Leadership Conferences Field Trips Class Officer Club Officer Student Council Honor Society Senior Ambassador |
| Work-Based Learning Experiences: Career Preparation – Paid and Unpaid, Job Shadowing, Internships | Program Accreditation and/or Professional Association(s): Association for Women in Computing Business Forms Management Association Information Technology Association of America International DECA Media Communications Association – International Motion Picture Association of America National Future Business Leaders of America-Phi Beta Lambda National Association of Television Arts & Sciences |
| Service Learning Experiences: Community Service, 4-H, Boy Scouts of America, Girl Scouts of the USA, | |

| Career Options: | | Salary Range: |
|-------------------------|---|----------------------|
| Certificate | Human Resource Assistant | \$ - \$\$ |
| Associate Degree | Camera Operators, Television, Video, and Motion Picture Customer Service Representative, Desktop Publisher | \$ - \$\$ |
| Bachelor Degree | Advertising & Promotions Manager, Marketing Manager, Sales Manager, Public Relations Specialist, Commercial & Industrial Designers, Set & Exhibit Designers, Multimedia Artist/Animators, Graphic Designers, Film/Video Editors, Audit/Video Events Coordinator, | \$\$ - \$\$\$\$ |
| Graduate Degree | Sales Engineer, Communications Engineer | \$\$\$-\$\$\$\$ |

* \$ = \$15-25,000; \$\$ = \$25-55,000; \$\$\$ = \$55-90,000; \$\$\$\$ = Above \$90,000

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