

Mr. Niemyer's Technology & Marketing Course Descriptions

Business Software – Grades 9-12

Prerequisite: None

Do you want to be more efficient at getting your homework done? In the Business Software course we will take a look at two of the top pieces of software used in our high school and in the business world today, Microsoft Word and Excel. The curriculum developed by Microsoft will be used to learn the main features of each tool. After completing this course, students will be more efficient in completing their assignments for their high school classes. Students taking this Microsoft Office course will also be well on their way to being able to pass the Microsoft Office Specialist Certification test for both Word and Excel.

Layout & Design – Grades 9-12

Prerequisite: None

The Layout & Design course has been developed with the student who likes to design things in mind. In this particular course, students will learn how to design anything from bookmarks and business logos to graphics and multi-page layouts. Some of the software that will be introduced in this course includes but is not limited to the Adobe products InDesign, Illustrator and Photoshop. A couple of the other Microsoft products will be utilized in this course, in particular Microsoft Publisher & PowerPoint.

Web Design & Movie Making – Grades 9-12

Prerequisite: None

In the Web Design & Movie Making course, students will be learning to create websites using multiple pieces of web design applications including but not limited to basic design software, HTML (HyperText Markup Language) using Notepad ++ and advanced web design software like Adobe Dreamweaver. After creating multiple websites, students will use the school's video equipment to create and edit quality videos. The software used in creating these videos is Adobe Premiere Pro, which is one of the more quality video editing tools on the market today.

Business Technology Integration – Grades 10-12

Prerequisite: At least a C+ in 2 of the 3 previous courses

The Advanced Applications course has been developed to push the technology-loving student to new heights. In this course, students will be asked to work with teachers and administrators to create "real-world" media and projects to help promote classrooms, athletic teams and or the school itself. Students will also learn how to use databases, which are increasingly prevalent in the worlds of business and technology. Students will utilize Microsoft Access to create, design, edit and manage databases.

Marketing – Grades 11 & 12

Prerequisite: None

This Marketing course is designed to teach students the two primary parts of the marketing process: the functions and foundations of marketing. The functions of marketing include but are not limited to pricing, distribution, selling, etc. A few of the foundations of marketing include economics, communication, professional development, etc. Class time will be devoted to the reading and discussion of important points of the marketing process. Other class activities will include INTERNET research, group activities and completing textbook and workbook assignments. You will also be required to periodically find and discuss an article pertaining to the marketing process.