

EMERGING CAREERS
YOU
 FASHION, MUSIC, GAMING
 AND ENTERTAINMENT
 IN COMMERCE

EMERGING CAREERS IN COMMERCE:
 FASHION, MUSIC, GAMING & ENTERTAINMENT

COULD LEAD TO CAREERS IN...

- PUBLIC RELATIONS
- MERCHANDISING & RETAILING
- EVENT PLANNING & MARKETING
- PUBLICITY, SALES & PROMOTION
- BUYERS ASSISTANT
- SMALL BUSINESS OWNERSHIP & ENTREPRENEURSHIP
- BUSINESS ADMINISTRATION & SUPPORT
- WEB DEVELOPMENT
- DEPARTMENT MANAGEMENT
- GAME DEVELOPER
- TECHNICAL DIRECTOR
- VIDEO GAME PRODUCER
- QUALITY ASSURANCE MANAGER
- SYSTEMS ENGINEER
- DESIGNER/SCRIPTER

BENEFITS

ARTICULATION AGREEMENTS/COLLEGE CREDIT

- Cayuga Community College
- SUNY Alfred State College
- Bryant & Stratton College
- Morrisville State College

COMPLETED CAREER PORTFOLIO

INTEGRATED ENGLISH CREDIT

PROFESSIONAL CERTIFICATIONS

- MOS Certification

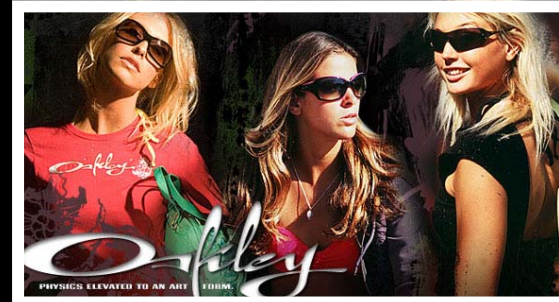
HOW DO I ENROLL?

See your High School Guidance Office **OR**
 Guidance Office at the Cayuga-Onondaga **BOCES**
 315.253.0361

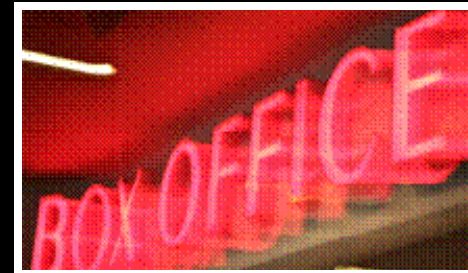
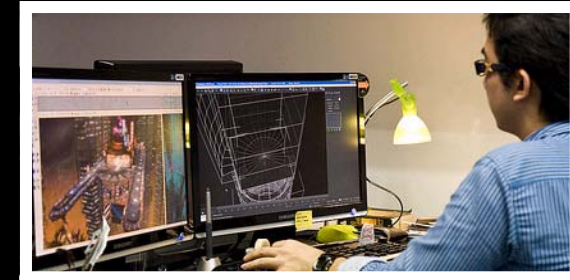
COMING TO **BOCES** IN 2010 ...

FASHION, MUSIC, GAMING

AND ENTERTAINMENT



EMERGING CAREERS IN COMMERCE



Renee Lawrence, Instructor

Want a career in Fashion? Music? Gaming? or Entertainment? Our students enjoy a wealth of opportunities to explore their interest in the world of COMMERCE through four fields:

FASHION, MUSIC, GAMING AND ENTERTAINMENT.

EMERGING CAREERS IN COMMERCE...a real world classroom with real world learning systems.

FASHION

Develop skills that allow you to prepare for careers in the **FASHION, MUSIC, GAMING AND ENTERTAINMENT** industries while sharing your interests and ideas in a connected multimedia environment. Take charge of your future now by developing skills that you will need for the next step in your life.

The **EMERGING CAREERS IN COMMERCE:**

FASHION, MUSIC, GAMING AND ENTERTAINMENT program offers students broad-based instruction in multimedia/web, marketing, advertising, retail management, public/human relations, and digital/technical communications.

Students will experience a variety of applied instructional activities, including:

- advertising with animation and interactive media
- developing marketing campaigns
- utilizing web animation and gaming software
- participating in both virtual & traditional field trips
- participating in an internship experience, working with professionals in authentic career settings, and
- going through the process of starting a small business

The **EMERGING CAREERS IN COMMERCE:**

FASHION, MUSIC, GAMING AND ENTERTAINMENT program is designed to meet the needs of both entry-level career choices for students and college bound students. Students will have an opportunity to explore the **MUSIC, FASHION, GAMING AND ENTERTAINMENT** industries while developing the knowledge and understanding of commerce, communications and developing the technical skills necessary to work within them.

Are **YOU** ready for the **EMERGING CAREERS IN COMMERCE: MUSIC, FASHION, GAMING AND ENTERTAINMENT** program?

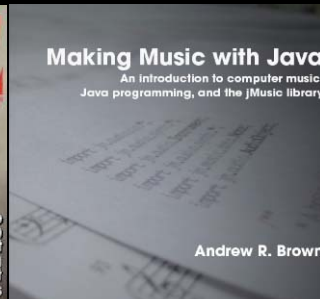
If so, contact your guidance counselor today!



MUSIC

MARKETING, RETAIL MANAGEMENT & ENTREPRENEURSHIP

GAMING



ENTERTAINMENT

PROGRAM CONTENT...

FASHION, MUSIC, GAMING & ENTERTAINMENT MARKETING

(Student research & projects will focus on field of interest)

Marketing Concepts & Fundamentals

Retail & Sales Advertising & Promotion

Distribution

Pricing

Management

Career Development

MULTIMEDIA & THE WEB

Graphics & Image Editing

Animation with *Flash* & *Swishmax*

Gaming Software

Audio & Video

Communications & Networks

Web Design & Development

CAREER EXPERIENCES & APPLICATION

Software for **FASHION, MUSIC, GAMING & ENTERTAINMENT** (Maya, Sony Acid Blast, 3-D Fashion Software & more...)

Field Experiences

Virtual Field Trips & Traditional Field Trips

Guest Speakers

Web Based Simulations

ENTREPRENEURSHIP

Company Description

Product and/or Service

Market Analysis

Target Market

Sales & Marketing

Financials

Executive Summary

E-COMMERCE

The Internet

Structures & Economics

Retailing

Enterprise Computing

Legalities

Security, Ethics & Privacy

COMMERCE COMMUNICATIONS

Document Design

Professional Presentations

Professional Correspondence

Ethical & Legal

Communications

Public Speaking

Human Relations

COMMERCE COMPUTER APPLICATIONS

Database Management

Information Processing

Presentation Concepts

Electronic Spreadsheets

Desktop Publishing

INTERNSHIPS IN FIELD OF INTEREST

FASHION, MUSIC, GAMING AND ENTERTAINMENT