

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 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.



### Program Content....

#### 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

### Internship Experiences...

Students can participate in an internship experience in their field of interest, where they will apply their knowledge while working with professionals in authentic career settings. Students will have an opportunity to dialog with practitioners via guest presentations while developing professional insights and future educational plans.

### Portfolio...

All second year students will complete a Career and Technical Education Portfolio that exhibits necessary elements for CTE Endorsement and demonstrates competencies in Emerging Careers in Commerce: **FASHION, MUSIC, GAMING AND ENTERTAINMENT**.

### 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

### For more information, contact ...

**Your High School Guidance Office or  
The Guidance Office at the BOCES**

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Emerging Careers in  
Commerce: **FASHION, MUSIC,  
GAMING AND 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

