

# WHICH *BUSINESS ACADEMY* PATHWAY IS RIGHT FOR *ME*?

You're almost done with your freshman year of Business & Entrepreneurship Academy (congrats!), and now get to choose which area of business you want to study for the next three years. Exciting! It's important that you assess your **learning style**, **aptitude**, and most importantly, **personal goals** as you decide your pathway. If you've always wanted to work in finance or marketing, then your decision is easy. If you aren't *sure* which area of business is right for you, then the following information may help with your decision. It's also a good idea to talk with your parents and teachers about your qualities as they can give you additional insight on your strengths. Remember that many concepts taught in both pathways overlap, so you will get exposure to both areas. *It's just a matter of which you want to study **most**.* See your teacher with questions.

	FINANCE	MARKETING
DESCRIPTION	In the <b>Finance</b> pathway (in addition to the personal finance and marketing concepts you'll learn in Career Prep), you'll learn more about the management of money and assets as they relate to personal, business, and entrepreneurial success.	In the <b>Marketing</b> pathway (in addition to the personal finance and marketing concepts you'll learn in Career Prep), you'll learn more about the management and promotion of brands, products, services, and events as they relate to personal, business, and entrepreneurial success.
COURSE SEQUENCE	<b>BA 1:</b> Career Preparedness <b>BA 2:</b> Banking & Financial Services <b>BA 3:</b> Accounting <b>BA 4:</b> Advanced Accounting <u>OR</u> Entrepreneurship	<b>BA 1:</b> Career Preparedness <b>BA 2:</b> Marketing Principles <b>BA 3:</b> Internet Marketing <u>OR</u> Sports & Entertainment Marketing <b>BA 4:</b> Entrepreneurship
IMPORTANT QUALITIES	People who work in financial professions tend to be: <ul style="list-style-type: none"> <li>Analytical</li> <li>Detail-oriented</li> <li>Highly organized</li> </ul>	People who work in marketing professions tend to be: <ul style="list-style-type: none"> <li>Forward-thinking</li> <li>Creative</li> <li>Adaptable</li> </ul>
QUALITIES IN BOTH	People in both finance <b>and</b> marketing professions tend to be: tech-savvy   good with numbers   great with people   excellent communicators   collaborative	
POSSIBLE CAREERS & MEDIAN PAY	Securities & Financial Services Sales Agent - \$67,310 Accountant - \$68,150 Personal Finance Advisor - \$90,530 Actuary - \$100,610 Financial Manager - \$121,750 Entrepreneur - unlimited	Marketing Specialist - \$65,260 Market Research Analyst - \$ 62,560 Advertising & Promotion Manager - \$100,810 Public Relations Manager - \$120,420 Marketing Manager - \$131,180 Entrepreneur - unlimited