

# Northside High School *Career Technical Education* Pathway Options

## *Architectural Drawing and Design*

1. Introduction to Drafting and Design
2. Architectural Drawing and Design I
3. Architectural Drawing and Design II

Drawing and design is the process of turning ideas of how things should be constructed into technical drawings. These drawings are based on sketches and calculations made by engineers, surveyors, architects and/or scientists. The drawings provide visual guidelines such as dimensions, materials to be used, and procedures to be followed to build everything from manufactured products such as spacecraft, automobiles, and industrial machinery to structures such as homes, office buildings, and oil and gas pipelines.

## *Fashion, Merchandise and Retail Management*

1. Marketing Principles
2. Fashion, Merchandising and Retail Essentials
3. Advanced Fashion, Merchandising, and Retailing

Learn about the fashion industry. It is the job of merchandisers and marketers to determine how to entice customers to buy their products. Those who work in the industry market fashion and all other products in wholesale and retail stores. It is the job of merchandisers and marketers to determine how to entice customers to buy their products. Careers in this field include buyers, merchandise managers or purchasing agents who select and purchase apparel and accessories from designers, manufacturers or wholesalers for retail sale.

## *JROTC*

1. Army Leadership I
2. Army Leadership 2
3. Army Leadership 3

Junior Reserve Officer Training Corps (JROTC) is a leadership education program. This program will help students build a strong knowledge base of self discovery and leadership skills applicable to many leadership and managerial situations. Mastery of these standards through project-based learning, service learning and leadership development activities will prepare students for 21st Century leadership responsibilities.

## *Marketing Communications and Promotions*

1. Marketing Principles
2. Promotion and Professional Sales
3. Marketing Communications Essentials

Keen competition should be expected in these highly coveted jobs. Managers in this field are often prime candidates for the highest ranking positions. Those working in the marketing communications and promotion field coordinate market research, market strategies, sales, advertising, promotion, pricing, product development and public relations activities. Job opportunities available in this field include advertising managers, account executives, creative directors, media directors, promotions managers, marketing managers, product development managers, market research managers, public relations managers and sales managers.

## *Nutrition and Food Science*

1. Food Nutrition and Wellness
2. Food for Life
3. Food Science

Those working in the food and nutrition field help people lead healthier lives through a balanced diet. These people plan food and nutrition programs and supervise the preparation and serving of meals. They help prevent and treat illnesses by promoting healthy eating habits and by recommending dietary modifications. Opportunities in this field include managing food service systems for institutions, such as hospitals and schools; and promoting sound eating habits through education and conducting research. Food scientists analyze food to determine what causes it to break down or spoil. They focus on the safe preservation and processing of food, as well as nutritional value.

## *Teaching as a Profession*

1. Examining the Teaching Profession I
2. Contemporary Issues in Education
3. Teaching as a Practicum

Teaching as a Profession students study, apply, and practice the use of current technologies, effective teaching and learning strategies, the creation of an effective learning environment, the creation of instructional opportunities for diverse learners and students with special needs, and plan instruction based on knowledge of subject matter, students, community, and curriculum performance standards.

## *Therapeutic Services- Sports Medicine*

1. Introduction to Healthcare Science
2. Essentials of Healthcare
3. Sports Medicine

Sports medicine focuses on improving the body's performance, recovering from injury, and preventing future injuries. Sports medicine is one of the fastest growing areas of health care, providing specialized help to many "regular" people, as well as athletes. Sports medicine professionals treat patients who participate in sports just for fun or want to get better results from their exercise program, patients who suffered injuries and want to regain full function, and people who have disabilities and want to increase their mobility and capabilities.

## *Web and Digital Design*

1. Introduction to Digital Technology
2. Digital Design
3. Web Design

Information is valuable only when it is understood and utilized. Digital media designers bring ideas to life through technology, whether creating a web site, a training video or designing the latest computer game or mobile application. Careers in web and digital communications involve creating, designing and producing interactive multimedia products and services, including the development of digitally-generated or computer-enhanced media used in business, training, entertainment, communications and marketing. Organizations of all types use digital media to communicate with existing and potential customers, to track transactions and to collaborate with colleagues.

*Upon completion of a pathway students are encouraged to participate in the Work Based Learning Program*