

\$ International Business and Marketing Academy

Program of Choice Travis High School

Integrity · Professionalism · Service

The International Business and Marketing Academy exists to provide students opportunities to develop skills in one of two career pathways, business, or marketing.

Sample career opportunities include:

- Entrepreneur
- Business Manager
- Marketing Executive
- Sales Manager
- Global Business

Requirements of the Academy:

- Complete six business and/or marketing credits in the designated sequence on campus
- Complete a minimum of four credits in qualifying advanced course work, inclusive of Macroeconomics (AP or DC)
- Complete all appropriate course certifications

Sample Enrichment Activities:

- FBISD STEAM Fest
- Career Discovery Day
- IY TrepStart Day
- FBISD CTED Series
- Houston Rockets group marketing
- Annual Charity Walk/Run Events
- WACH International Career Expo

SAMPLE High School Plan: The sample below is for the class of 2024 and beyond. Variations such as involvement in athletics, fine arts and summer courses taken will affect the actual high school plan for each student. Courses that are in **BOLD** are requirements for the International Business and Marketing Academy. You are strongly encouraged to take AAC/AP/CN course work in ELA and math. You must plan for a minimum of 4 credits in qualifying advanced coursework. Students are cohorted in select business/marketing courses. Courses/ Pathway are subject to change in the event TEA makes changes to approved courses.

	9th	10th	11th	12th
1	English I	English II	English III	English IV
2	World Geography	World History	US History	US Gov't and Economics
3	Algebra I	Geometry	Algebra II	Pre-Calculus
4	Biology	Chemistry	Physics I	Science
5	Language I	Language II	Elective	Elective
6	Principles of Business, Marketing and Finance	BIM	Global Business (0.5 credits)/ Virtual Business (0.5 credits)	Elective
7	Fine Arts	Business Law	Business Management	Entrepreneurship

For more information, please visit www.fortbendisd.com/ibma.

Academy Specialized Courses:

Global Business

(See [page 28](#) for course description.)

Business Law

(See [page 28](#) for course description.)

Entrepreneurship

(See [page 29](#) for course description.)

Virtual Business

(See [page 29](#) for course description.)