



The International Business and Marketing Academy (IBMA) exists to provide students opportunities to develop skills in our growing global economy. Students will explore two career pathways, business and marketing, within the context of our global economy and international relations. Upon completion of the academy, students will be able to conduct basic accounting, marketing and management functions for a business.

INTEGRITY • PROFESSIONALISM • SERVICE



PROGRAM OPPORTUNITIES

- Leadership opportunities
- Professional experience while in high school
- Innovative and challenging career-focused courses from instructors with industry experience
- Internship opportunities
- Project-based learning
- Course and software certifications

PROGRAM REQUIREMENTS / EXPECTATIONS

- Complete business/marketing credits in a coherent sequence as identified by the International Business & Marketing Pathway, and complete all appropriate course certifications.
- Earn a minimum of four credits in qualifying Pre-AP, AP, Honors, or Dual Credit coursework credits from ELA, math, social studies, fine arts or LOTE.
- Complete AP or Dual Credit in Macro-Economics.
- Complete 100 hours of community service (25 a year) while enrolled in the academy.
- Maintain a 75 or higher in all academy specific courses, and a 70 or higher in all other courses.
- Participate in at least one academy activity per grading period.
- Complete a graduation project.

APPLICATION AND COHORT INFORMATION

- Application to the International Business and Marketing Academy is open to all Fort Bend ISD 8th graders each year and occurs online.
 - Application review includes results of an interview, 7th grade STAAR scores, and a review of students' 7th and 8th grade semester grades in math, science, ELA and social studies.
 - Final acceptance is contingent upon successful completion of all 8th grade courses during the regular school year and all parts of the 8th grade STAAR exam.
- Students accepted into the International Business and Marketing Academy will attend high school at Travis High School, with other students in the cohort. Students will be a part of the THS student body and will be eligible for all other extracurricular activities, fine arts and athletic activities offered at the host campus.

FBISD International Business & Marketing
\$ ACADEMY

www.fortbendisd.com/academies

Travis High School
 11111 Harlem Road
 Richmond, TX 77406
 (281) 634-3106

FORT BEND ISD

ACADEMIES



2021–2022 FBISD High School Academies Application Process

November 1–November 30

Apply online at ***academy.fortbendisd.com***

- Students must reside in the FBISD attendance zone at the time of application.
- Students must have successfully passed all parts of the 7th grade STAAR exam.
- Students applying to the Digital Media, Global Studies, and International Business and Marketing academies will complete an interview.
- Students applying to the Math & Science, Engineering, and Medical Science academies will take an entrance exam.
- Notification of the date and time of the interview and/or entrance exam will be sent to the email address provided on the application.
- Student grades will also be reviewed as part of the application process.