

# POSTSECONDARY READINESS OPTIMIZED



# PATHWAYS PROGRAM

In the School District of New Berlin, our mission is to to empower, inspire and support our students to ensure they graduate College, Career & Life Ready. For our secondary students, participation in our Pathways PROgram is just one of the ways that they can reach this milestone. The PROgram, an acronym for "postsecondary readiness optimized", provides a framework for students to explore a career pathway in high-skill, in-demand industry sectors while still in high school.



## BUSINESS & MARKETING

### Specific Pathways:

General Management  
Business Information Management  
Marketing Communication  
Marketing Research  
Professional Sales



*Take*

**Aligned Courses:** Listed in ACP Guide

*Join*

**Student Organizations:** DECA, SkillsUSA

*Earn*

**Industry Credentials:** A\*S\*K, Certiport  
**Technical Honors Certificate:** See ACP Guide

*Complete a....*

**Career-Based Learning Experience:**  
Check out this section in the ACP Guide

## BECOME A PATHWAYS PRO:

Interested in learning more about the Business Administration Pathways PROgram?  
Here's next steps:

- Review the Programs of Study pages in the ACP Guide found at: <https://www.nbexcellence.org/district/acp.cfm> to find a Pathway you wish to explore.
- Contact your school counselor to let them know you are interested in exploring one of the Business & Marketing Pathways. They will review, and help update, your academic and career plan accordingly.