

IBCP Career Pathways Chart

Area of Study – Marketing Education

Pathways Offered

Entrepreneurship Marketing

Supporting IB Courses

- **Business and Management**
- Economics
- Psychology
- Geography
- Mathematics
- World Language

CTE Classes

- **Entrepreneurship Marketing**
- Marketing
- Fashion Strategies
- Accounting I, II
- Student Internship

*Students must complete West High School graduation requirements in addition to IBCP courses and requirements.
Bold names in the “CTE Classes” column indicate required introductory courses for completion of the Career Pathway.
Bold names in the “Supporting IB Courses” column indicate recommended courses for the IBCP in that Career Pathway.