



Why an Academy?

Students can earn college credits while still in High School. They can also gain valuable experience through internship programs and the district's collaboration with industry, various universities and community colleges.

Academies...
Making a World of Difference

Find out more about this program through the Fort Bend ISD website at www.fortbendisd.com or by contacting the Bush High School campus directly.

For more information contact:

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It is policy of Fort Bend Independent School District not to discriminate on the basis of race, color, national origin, sex, age, or disability in admission or access to, or treatment in, its programs, services, or activities as required by Title VI of the Civil Rights Act of 1964, as amended; Title IX of the Education Amendments of 1972; Title II of the Americans with Disabilities Act of 1990; Fort Bend I. S. D. will take steps to assure the lack of English language skills will not be a barrier to admission and participation in all educational and vocational programs. For information about your rights or grievance procedures, contact the Title IX Coordinator, Sandra Scott-Bonner, Director of Administrative Services; and/or the Section 504 Coordinator, Dr. Robert Conlon, Director of Student Support Services at P. O. Box 1004, Sugar Land, TX 77487-1004, (281) 634-1000.

Produced by the Community Relations & Partnerships Department



Academies... Making a World of Difference

International Business & Marketing Academy

Fort Bend Independent School District
ACADEMY
program

Bush High School • International Business & Marketing Academy

Expecting Success and Engaging Global Learners

“ The International Business and Marketing Academy is a dynamic four-year program that enhances the high school core curriculum by providing additional academic courses that emphasize marketing, business, foreign languages, and international studies. ”

Students have the opportunity to choose from one of the following career pathways:

- Accounting/Finance
- Business
- Marketing/Management

The Academy also provides content-related learning activities and community service projects; visits to businesses in the international and domestic commerce industry; and conversations with community members who work in international marketing and business career fields.



International Business & Marketing Academy Core Offerings

Marketing Management

An advanced marketing course with an emphasis on developing decision-making skills

Advertising

A technical course which focuses on the concepts and skills associated with the dynamic advertising industry, and develops advertisements

Entrepreneurship

A specialized course for students who have aspirations to create new businesses from the ground up

International Marketing or Business

A technical course designed for students with an interest in global or multinational marketing (Instructions include money exchange, political and social influences, and cultural norms)

Principles of Marketing

An exploratory course designed to focus on each of the functions of marketing, their relationships, and the marketing process for business

Professional Selling

A course designed to examine the process of making informative and persuasive presentations

Fashion Marketing

A specialized course for students who have a career interest in apparel and/or accessories marketing

Business Ownership

Provides the prospective entrepreneur a theoretical base as well as practical and proven techniques for planning, organizing, and operating a business

Foreign Language I, II, III

A strong emphasis will be placed on the importance of learning other languages to support our students' success in a global economy.

Learning Beyond the Classroom: Experience and Internships

Internships provide opportunities for Academy students to be mentored in the workplace environment by Business and Marketing professionals in the Greater Houston area. Students can earn while they learn workplace skills, gain confidence and knowledge through the actual experience of working in a real business context. Through the self-discovery provided in an internship program, young people also have the chance to explore career options of interest.

College Now: Earn College Credit in High School

College Now is a partnership between high schools and a local college/university that gives students the opportunity to earn college credit while still in High School. Students have the opportunity to enter college with up to 15 hours of college credits. Through the International Business and Marketing Academy, students can earn 15 college credits in the following courses:

- Entrepreneurship
- Business Communications Information Systems (BCIS)
- Keyboarding
- Sports & Entertainment Marketing
- English

“ Academy graduates can enter their first year of college with 15 hours of courses completed and be well ahead of their freshmen peers. There is also a tremendous savings in college tuition and related fees and expenses. ”

Fort Bend Independent School District
ACADEMY
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