Windham High School
Business Certification

Why?
- Explore career pathways
- Gain entrepreneurial skills
- Enhance essential skills such as professionalism, communication, critical thinking, and financial awareness
- Showcase to higher education a desire to pursue business
- Receive valuable hands-on experience through extended learning opportunities and/or internships

Certification Requirements:
- Complete at least 5 Business Classes.
- Take Statistics
- Complete all required classes for NH Scholars
- Maintain 3.0 GPA
- Participate in either an Internship or ELO
- Actively participate in either FBLA or DECA (for at least 2 years).

Required Business Classes:
- Business Management
- Accounting 1
- Marketing 1

Business Class Options:
- Marketing 2
- Marketing 3
- Global Marketing
- Sports Marketing
- Personal Finance
- Accounting 2
- Computer Applications
- App/Web Development

New Marketing Mix Strategies
Product: keep traditional products for brand identity, healthier products, allergy-friendly products, gluten and dairy-free products, vegan products, healthy treat idea, more fruit-based Blizzards
Price: lower prices, good deals
Place: locations on and near college campuses
Promotion: social media, YouTube ads, retractable