

Business and Communications Pathway Descriptions

- **E-Commerce** – This pathway focuses on the creation, execution, transmission, and evaluation of commercial messages in various media intended to promote and sell products, services, and brands; and that prepares individuals to function as advertising assistants, technicians, and managers. Includes instruction in advertising theory, marketing strategy, advertising design and production methods, campaign methods and techniques, media management, related principles of business management, and applicable technical and equipment skills.
- **Administrative Support** - This pathway is designed to provide students an advanced level experience that will propel them in the 21st century business world as they serve in positions such as college interns, administrative assistants, graduate assistants, assistant managers, etc. Instruction includes areas of fundamental business procedures, human resource management, time management software, workstation management, travel planning, financial reporting, payroll, mail procedures, effective communication skills, and ethical decision making skills.
- **Cinematography and Video Production** - The Cinematography and Video Production pathway prepares students to communicate dramatic information, ideas, moods, and feelings through the making and producing of videos and cinematographic expression. The pathway includes the theory of video, video technology and equipment operation, video production, video directing, video editing, cinematographic art, video and audio technique, and multi-media production. The pathway prepares students to function as staff, producers, directors, and managers of media programming and media organizations. Topics of study in this pathway include writing and editing; performing; media regulations, law, and policy; aesthetic meaning, appreciation, and analysis; construction, development, processing, modeling, simulation and programming of audio, and moving image programs and messages; transmission, distribution, and marketing; contextual, cultural and historical aspects, and considerations.

Health Sciences Academy

- **Patient Care Technician / Pre - Nursing** - This pathway prepares individuals for admission to a professional pathway in Nursing and can lead to careers such as Licensed Practical Nurse, Nurse, Nurse Practitioner, Nursing Assistant, Physician's Assistant, or Doctor.
- **Pharmacy Technician** - This pathway prepares individuals, under the supervision of pharmacists, to prepare medications, provide medications and related assistance to patients, and manage pharmacy clinical and business operations. Includes instruction in medical and pharmaceutical terminology, principles of pharmacology and pharmaceuticals, drug identification, pharmacy laboratory procedures, prescription interpretation, patient communication and education, safety procedures, record-keeping, measurement and testing techniques, pharmacy business operations, prescription preparation, logistics and dispensing operations, and applicable standards and regulations.
- **Project Lead the Way Biomedical Sciences** - This pathway focuses on the integrative scientific study of biological issues related to health and medicine, or a pathway in one or more of the biomedical sciences that is undifferentiated as to title. Includes instruction in any of the basic medical sciences at the research level; biological science research in biomedical facilities; and general studies encompassing a variety of the biomedical disciplines.

Manufacturing Engineering and Design Academy

- **Architectural Technology (CAD)** - Architectural Technology utilizes mathematical and scientific principles to draw building layouts including structural, HVAC, lighting, plumbing and electrical systems while addressing issues that include functionality, safety and economic factors. Architectural Drafters need to be able to draw designs manually as well as through computer-aided drafting (CAD). Additional concerns are site considerations and building codes.
- **Skilled Trade welding TRACK** - The Welding TRACK is designed as a pre-apprenticeship pathway for students to enter Registered Apprenticeship training programs. Students must successfully complete the four course sequence and eight safety modules. In addition, each student must pass the Kentucky Department of Transportation (KY DOT) written exam and the KY DOT 3G performance exam OR AWS 2F exam OR AWS Sense exam. Upon completion the student will receive a pre-apprenticeship industry certification issued by the Kentucky Labor Cabinet. This certification will be recognized by participating partners for an interview and possible credit upon acceptance. Credit is at the discretion of the training organization.
- **Welder Entry Level** - An Entry Level Welder demonstrates the ability to assist lead welders in the fabrication of steel and metal structures. Must be adept at performing basic welding functions and calculating dimensions as well as operating power equipment, grinders and other related tools. Must be proficient in reading and interpreting basic blueprints and following work procedure specifications (WPS).
- **Graphic Design** - The Graphic Design pathway prepares students to apply skills that focus on the principles and techniques for effectively communicating ideas/information and packaging products to business and consumer audiences- both in digital and other formats. Topics of study in this pathway include aesthetic meaning, appreciation and analysis; construction, development, processing, modeling, simulation and programming of interactive experiences; transmission, distribution and marketing; contextual, cultural and historical aspects and considerations.
- **Interactive Media Arts** - The Interactive Media pathway prepares students to use computer applications and related visual and sound imaging techniques to manipulate images and information originating as video, still photographs, digital copy, soundtracks, and physical objects in order to communicate messages simulating real-world content. The pathway includes instruction in specialized camerawork and equipment operation and maintenance, image capture, computer applications, dubbing, and applications to specific commercial, industrial, and entertainment needs. Topics of study in this pathway include aesthetic meaning, appreciation and analysis; construction, development, processing, modeling, simulation and programming of interactive experiences; transmission, distribution and marketing; contextual, cultural and historical aspects and considerations.