



**Choose Business Technology  
Today!!!**

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**Tony Reddick, Superintendent**  
**Dr. David Asbury, Career/Technical  
Director**

**Charlie Parker, Principal**  
**Angela Swatek, Instructor**

A graphic with a green background and a blue border. The text inside is centered and reads: "BUSINESS / MARKETING EDUCATION = 100% SUCCESS Litchfield Middle School".

**Gadsden City Schools**

P.O. Box 184  
Gadsden, AL 35902  
256 543-3512



**BUSINESS TECHNOLOGY  
ESSENTIALS**

“A Business Industry Certified  
Program”

## Our Goals and Objective

The objective of the Business/Marketing Education Program is to provide students with the knowledge and skills necessary for economic success. As students gain knowledge and professional experiences, they develop skills essential for success and build a strong foundation that enables them to become productive workers and citizens.

### GOALS

- To encourage critical thinking.
- To promote educational values including economic understanding and consumer competencies.
- To promote character growth and development including human relations, strong work habits, positive attitudes, and ethical standards.
- To provide a realistic understanding of the work environment and enhance employability skills.
- To reinforce basic skills in such areas as communication, mathematics, and technology.
- To stimulate interest in career development and foster an appreciation of the free enterprise system.

## Business Technology Essentials

BTA is a one-credit course designed to assist students in developing technological proficiencies in word processing, spreadsheets, databases, presentations, communications, Internet use, workplace safety, ethics, financial literacy, and career planning using technology applications.



Students have an opportunity to have “hands-on” experiences in the Business/Marketing Education Program. In addition to the computer, students will continue to use updated equipment such as electronic calculators, digital cameras, visual projectors, and scanners.

## Career Technical/Student Organizations

Future Business Leaders of America



FBLA is a National Career and Technical student organization. FBLA is an integral, co-curricular component of this Career and Technical Education course. Organizations such as these serve as a means to enhance classroom instruction while helping students develop leadership abilities, expand work-place readiness skills, and broaden opportunities for personal and professional growth.

### CONTACT US

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