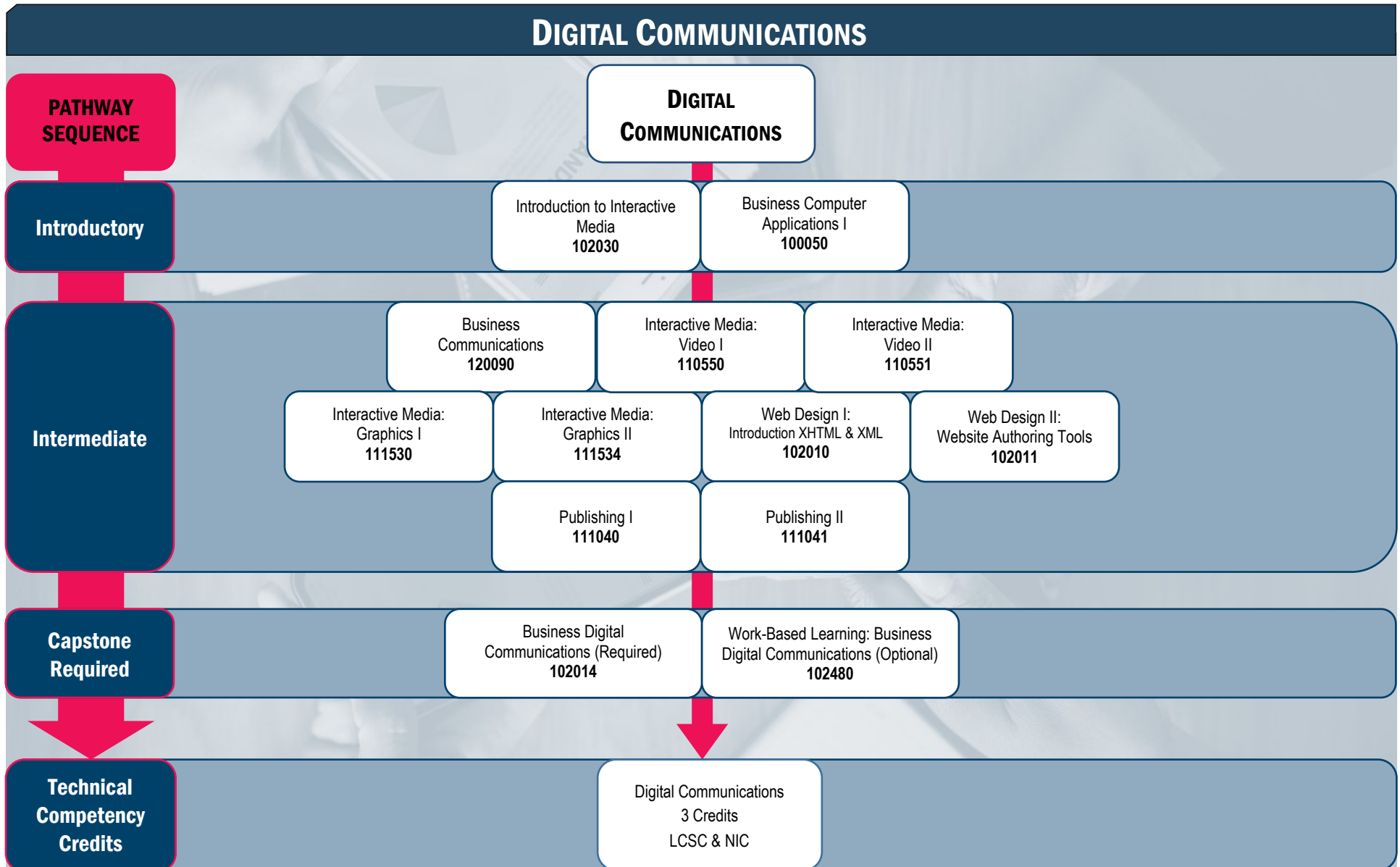


# Idaho Business & Marketing

## Digital Communications Secondary Pathway Sequence



# PATHWAY RESOURCES—DIGITAL COMMUNICATIONS

## Program Requirements

### Approved Assessments

Digital Communications  
CTECS-Business Digital Communications

### Program Standards

[Digital Communications](#)

### Endorsements for Pathway

4022 Business Digital Communications  
4024 Information/Communication Tools (6-12)  
9092 Marketing Technology Education (6-12)  
9093 Business Technology Education (6-12)

## SkillStack® Badges



### Digital Communication

TCC-Digital Communications: 3 Credits  
Design Industry  
Digital Communication TSA



## Advanced Opportunities (if not in Create Idaho)

Adobe: Graphic Design & Illustration Using Illustrator  
Adobe: Interactive Media Using Flash Professional  
Adobe: Print & Digital Media Publication Using InDesign  
Adobe: Video Communication Using Premiere  
Adobe: Visual Communication Using Photoshop  
Adobe: Web Authoring Using Dreamweaver



## Career and Technical Student Organizations

### Business Professionals of America (BPA)



Website <http://www.idahobpa.org/>

**Mission** To contribute to the preparation of global professionals through the advancement of leadership, citizenship, academic, and technological skills.

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**CTSO Manager** Brandi Hawkins 208.429.5533

### DECA



Website <https://www.idahodeca.org>

**Mission** DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.

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