

Royal Palm Beach High School

Global Business Academy



“Living the Wildcat Best is the key to our success!”

What course sequence is offered to our Global Business: Marketing Academy students?

Marketing, Sports & Entertainment

9th - Marketing Essentials or

Sports Entertainment Essentials

10th - Marketing Applications or

Sports Entertainment Applications

11th - Marketing Management or

Sports Entertainment Management

12th - Business Ownership



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What is the Global Business Academy?

The Global Business Academy prepares students for entry-level management trainee positions through its Marketing Program. This multi-faceted, survey program is designed to prepare students for higher education and careers in marketing, management, and entrepreneurship. The program develops marketing concepts as they apply to areas such as business, e-commerce, entertainment, fashion, finance, hospitality, law, management, sales, and sports. Hands-on projects throughout the program will allow students to work with local businesses and entrepreneurs to develop real world experiences and skills. Students can develop leadership skills while participating in many community activities and field trips. Program completers develop the appreciation, knowledge, skills, and abilities necessary to work and live in a global marketplace.

Entrance Requirement: 2.5 Grade Point Average (GPA)

How does the Global Business Academy prepare students for post-secondary education?

This vigorous specialized four-year program focuses on:

- ★ Development of a high achieving student emphasizing honors and college-level (Advanced Placement and AICE) coursework
- ★ Acquisition of the communication skills, legal and ethical practical knowledge, and career skills attributed to business professionals
- ★ Applied experience with business internships, mock companies, real companies, and business simulations
- ★ Interaction with business professionals and field trips
- ★ Participation in community service projects with the Royal Palm Beach Rotary Club and student organizations such as DECA and Interact Club

How does the Global Business Academy work with business leaders and the community?

The advisory board for the Global Business Academy is comprised of the western community's outstanding business professionals. Support from and communication with this board is essential in providing opportunities to strengthen the curriculum. The unique combination of high-level academics, hands-on learning, and collaborative partnerships with community resources ensures the students the preparation required to become leaders in the world of the future.

A World Class Education Powered by a Vision of Excellence