

# MAKING THE Connection TO Career Technical Education

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WARREN FITZGERALD

## Students navigate the world of marketing

By Tiana Gentry

Marketing, the way a product is to be advertised and noticed by the public, is ever changing and learning how to navigate it can prove to have its challenges. With CTE marketing classes, students are able to digest these complex lessons in a unique way that gives them a real taste of how Marketing works in a real world scene.

Fitzgerald has three types of marketing classes; Marketing, Sports and Entertainment Marketing, and Advanced Marketing. Each of these courses comes with learning a foundation of what marketing is, the way you consume marketing in the world, and how products go from a thought to a physical item on the shelves.

Class instructor Mrs. Donic has expressed that with marketing classes students will learn important skills to make it in the field.



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Advanced Marketing students Carla Segrest-Brooks, Deziree' Crawford, Demetrius Anderson, Mikaila Green, and Corneil Webb acting out scenarios to anticipate the Spatan Shop's opening.

Managerial skills, analytics, necessary math skills, and team work are examples of skills that are important to learn for anyone who is exploring the world of marketing.

When asked about her

vision of the program in the years to come Mrs. Donic says, "I really would like to have my classes get involved with different events going on in the school that we could help support and market through various mediums, such as flyers, videos, social media, etc. It would be fun for the students to be involved in creating sweatshirt and t-shirt designs for their respective classes."

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Student Shanna Hill learns how to use a medication syringe.

## Unlock the world of pharmacy

By Fahmida Chowdhury and Siddika Jannat

Students who wish to become a Pharmacy Technician can take advantage of the Pharmacy Technician class at Fitzgerald to gain the knowledge and skills necessary to become a successful professional.

A Pharmacy Technician is a person who works under the direct supervision of a licensed pharmacist and performs many pharmacy-related functions including dispensing, and compounding medications.

From basic pharmacology and anatomy to clinical skills and pharmaceuticals, Fitzgerald's Pharmacy class offers an in-depth look into the world of medicine. One of the most interesting aspects of the Pharmacy class at Fitzgerald is the diverse range of topics covered. Students can learn about medical terminology, anatomy, and physiology. They can also learn about the safe and

effective use of medications, drug interactions, and the legal and ethical aspects of the profession.

In addition, students can learn about the various methods of drug delivery and administration, as well as the roles of pharmacists in the community and in the health care system.

The Pharmacy classes at Fitzgerald also provide students with the opportunity to participate in hands-on laboratory activities. These activities allow students to gain a better understanding of the topics they have learned in the classroom and apply their knowledge to real-world scenarios. For example, students can perform experiments to explore the effects of different drugs on the body, or they can practice filling prescriptions and dispensing medications.

Overall, the Pharmacy classes at Fitzgerald offer students to gain a valuable understanding of the field and develop the necessary skills to become successful professionals.

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## Fitz physical therapy offers certification exam

By Ayasha Chowdhury

Physical Therapy is one of the many CTE classes offered at Fitzgerald High School. It is a two-year class that gives students the opportunity to explore the Physical Therapy field.

This course includes the study of the human body and how physical therapy is used to increase people's functional mobility.

Physical Therapy I and II allows students to get hands-on learning experiences. Students get to work with real patients and learn the different aspects of PT.

Many second year PT students get to learn outside of the classroom in actual clinics.

At the end of the course

students have the option to take the AMCA Physical Therapy Technician Certification Exam and become a certified PT technician. This is a great opportunity for students who want to get a head start on starting their career in the PT field.

Students who take this course get a well rounded introduction to Physical Therapy and they get to explore different careers within the field that they may be interested in pursuing.

Right: Instructor Jennifer Krieter instructs Physical Therapy student Ja'Vier Williams about assistive devices.



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## The perks of a digital media class

By Shifa Khanom and Lena Traczyk

Digital Media is a CTE class offered at Fitzgerald High School that provides students with the opportunity to explore different aspects of media and expand their creativity. Students receive hands-on education where they learn how to use professional video equipment and 1 video editing software to create short films.

They complete a variety of projects including scary movie trailers, music videos, commercials, and pub-

lic service announcements. The digital media class is teamed up with TV Warren to provide students with work-based learning experiences. They are also a part of DAFT—Digital Arts Film and Television—which is a Michigan based organization.

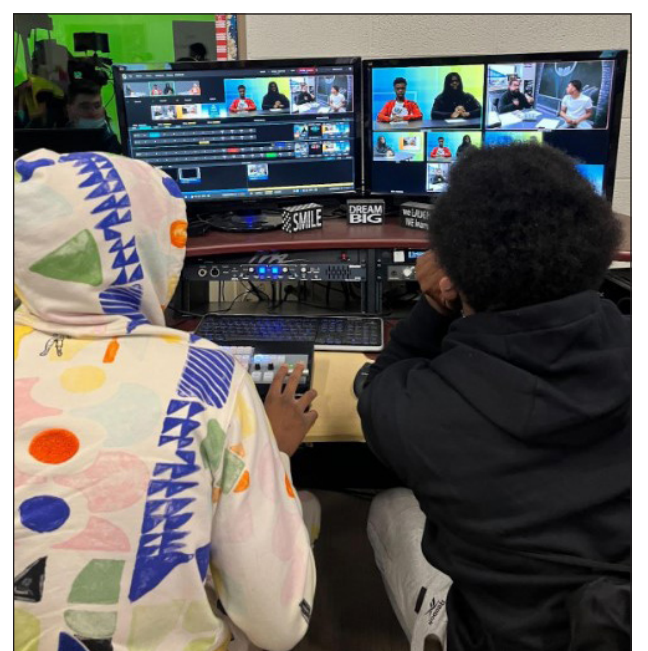
Students in the program are well-known for the numerous awards they've won from film competitions. Some of these competitions include the Michigan Student Film Festival, the Courageous Persuaders Competition, and the Meijer Great Choices Competition.

In March, students will have the opportunity to attend the Stu-

dent Television Network Convention which will take place in Long Beach, California. They will be competing with students from various high schools in different video categories. These competitions allow students to be recognized for their work and enables them to interact with their peers who share the enjoyment of digital media production.

Right: Digital Media students hard at work editing an in-class production of Fitz News.

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