

Post-Secondary Training Options

Empire College

Accounting with Computer Applications
Bookkeeping with Computer Applications

Santa Rosa Junior College

Certificates:

Account Clerk, Accountant Assistant, Administrative Assistant, Bookkeeper, International Business, Small Business Management, Retail Merchandising Management, Sales & Marketing, Small Business Management, Supervisory Management, Viticulture-Wine Marketing and Sales

Areas of Study:

Advertising/Marketing
Business Administration/Management
Business Marketing
Business Office Technology
Consumer Studies
Economics

Associate Degree:

Economics

Sonoma State University

Bachelor Degrees:

Business administration, emphasizing Accounting, Management & Marketing
Economics

University of California

Bachelor Degree:

Business Administration or Economics

Sample Average Salaries

Accountant/Auditor \$28.77/hr

Financial Analyst \$39.73/hr

Human Resources Manager \$46.75/hr

Loan Officer \$26.81/hr

Purchasing Agent \$40.84/hr

Legal Support \$29.10/hr

Marketing Managers \$50.55/hr

Industry Partners

| | |
|------------------------------|-------------------------|
| Petaluma Chamber Of Commerce | Redwood Credit Union |
| Exchange Bank | North Coast Bank |
| Manpower | City of Santa Rosa |
| Empire College | Whole Foods Market |
| Clover/Stornetta | Warren Capital |
| Albertson's Supermarket | Anchor Blue |
| Best Buy | Macy's |
| Longs Drug Stores | JC Penney Company, Inc. |
| Safeway Stores | Simon Property Group |

Types of Jobs

Human Resources Assistant, Bill & Account Collector, Marketing Assistant, Administrative Assistant, Business Owner, Office Supervisor, Merchandiser, Cashier, Store Manager, Teller, Counter & Rental Clerk, Insurance Sales Agent, Customer Service Representative, Retail Salesperson, Marketing Director, Store Owner, Purchasing Manager, Sales Representative, Sales Associate, Supervisor, Stock Clerk, Travel Agent, Buyer

High School CAREER PATHWAYS in Sonoma County

Business, Finance, & Retail



Sonoma County Office of Education
Career Development/ROP
5340 Skylane Boulevard
Santa Rosa, CA 95403



Business, Finance, and Retail Career Preparation

If you're good at "running the show" and making decisions, have good leadership and communication skills, want to work in an office or see yourself in a supervisory position, and have an aptitude for numbers, then a career in business may be for you.

Business in Sonoma County crosses many industries. In fact, all industries are made up of distinct businesses and employ business professionals. What do business professionals do? They make decisions about marketing, sales, production, and personnel, or they support the day-to-day workings of those decisions.

Students who take ROP business courses may want to become administrative assistants, work in sales or marketing, supervise line staff, run companies or departments, or enter into sales, accounting, financial or marketing professions. Other students want to start their own businesses or just know they see a high-powered "office job" in their future. Students with interests in other industries may also want to take these courses to familiarize themselves with the day-to-day business decisions that impact companies in these sectors.

Retail trade is one of our region's leading industries, accounting for over 13% of the total employment in Sonoma County. Every time you purchase something at a store or other retail business, you're contributing to this industry's ongoing success. Retail trade takes many forms, from large shopping malls to corner groceries, from electronics superstores to online "e-tailers." Students who take retail courses may want to work as cashiers, sales associates, customer service representatives, store managers, or retail business owners. These classes also help students develop skills that can be applied in insurance, banking, real estate, and travel/tourism businesses.

ROP offers several education and training opportunities to help you prepare for a career in business. You can obtain some types of entry-level positions after completing these high school courses, while other jobs require additional training and education at a community college, trade school, or four-year college/university.

Program Offerings

Analy High School

6950 Analy Avenue, Sebastopol

- Graphic Design

Montgomery High School

1250 Hahman Dr., Santa Rosa

- Accounting 1, 2, 3, 4
- Entrepreneurship
- Multi Media/Desktop Publishing
- Business Co-op*

Petaluma High School

201 Fair St., Petaluma

- Entrepreneurship
- Marketing
- The Law
- Desktop Publishing/Graphic Design

Piner High School

1700 Fulton Rd., Santa Rosa

- Computer Applications in Business

Rancho Cotate High School

5450 Snyder Lane, Rohnert Park

- Accounting 1, 2, 3, 4
- Marketing
- Desktop Publishing/Graphic Design
- Business Management

Santa Rosa High School

1235 Mendocino Avenue, Santa Rosa

- Business Management/Money Matters
- Business Co-op*

Sonoma Valley High School

20000 Broadway, Sonoma

- Entrepreneurship
- Retail Merchandising
- Retail Coop*

Windsor High School

8695 Windsor Rd., Windsor

- The Law

What you can learn in these ROP courses

- Sales Techniques
- Inventory Control Procedures
- Marketing Strategies
- Price Setting
- Sales Promotion Activities
- Customer Service Skills
- Business Ethics
- Cash Register Operation
- Cash, Check and Credit Card Handling
- Stock Control
- Job Seeking Skills

***To enroll in an ROP course, please contact your high school counselor & confirm with instructor**