

# STEM GUIDE

## FOR JUNIOR ACHIEVEMENT LEARNING EXPERIENCES

- STEM Connector sessions include STEM activities such as using scientific process, working with technology, applying engineering thinking, and applying math skills or data analysis as noted in the Activity Key.
- STEM Careers sessions introduce students to careers in STEM fields.
- STEM Creator sessions engage students in the design-thinking process. They help students formulate ideas, identify solutions, prototype product designs, and work together in productive teams to solve real-world problems.

### ACTIVITY KEY

When a session addresses a specific STEM Connector skill, it is noted as follows:

S Science  
T Technology  
E Engineering  
M Math

ELO A specific STEM-related skill is included as an Extended Learning Opportunity.  
∅ There is no STEM-related content in this session.

## JA ELEMENTARY SCHOOL LEARNING EXPERIENCES (GRADES K-5)



### Learning Experiences

### STEM Activity/Aspect

#### JA Ourselves®

JA Ourselves introduces the role people play in an economy. Through engaging, volunteer-led activities, young students learn about individual choices, money, the importance of saving and giving, and the value of work. STEM-related lessons are largely mathematics exercises.

Session One: This or That? Make a Choice	M
Session Two: Do I Need What I Want?	M
Session Three: A Penny Earned	M
Session Four: A Penny Saved	M
Session Five: A Penny Shared	M

#### JA Our Families®

JA Our Families explains how family members' jobs and businesses contribute to the financial well-being of the family and of the community. Session One includes an Extended Learning Opportunity where students are asked to think like engineers. Session Three has them using map skills. In Session Four, they are introduced to some STEM careers, and in Session Five, there is an Extended Learning Opportunity involving math skills.

Session One: All Kinds of Families ELO	E
Session Two: Money for Needs and Wants	M
Session Three: Businesses All Around the Neighborhood	S, E

Learning Experiences	STEM Activity/Aspect
Session Four: Jobs All Around the Neighborhood	Career
Session Five: A New Business	M

## JA Our Community®

JA Our Community explores the interdependent roles of workers in a community, the work they perform, and how communities and their economies work. Jobs that students are introduced to in Session One include ones that require STEM skills. Students apply math skills in other sessions.

Session One: Communities at Work	Career
Session Two: People at Work	Creator
Session Three: Money at Work	M
Session Four: Votes Count	M
Session Five: Making Choices	M
Session Six: Crack the Code (Optional)	T

## JA Our City® 1.0

JA Our City introduces students to financial literacy and learning objectives that include the characteristics of cities, the importance of economic exchange, and how people and businesses in cities manage their money. STEM connections include Session Five, where students use engineering and geography skills to plan a city. Math skills are applied to problems or activities in Sessions One and Two. Students also have the opportunity to use technology skills to do online research.

Session One: My Money Choices	M
Session Two: Many Ways to Pay	M
Session Three: Entrepreneurs in the City	Career
Session Four: Money Flows in the City	∅
Session Five: Let's Build a City!	S, E

## JA Our City® 2.0

JA Our City introduces students to the concepts of community, collaboration, and the economy through hands-on activities. Students use engineering and math skills to build a three-dimensional city in Session One. They think like city planners and apply a STEM design process in Session Two. Students use math skills in Session Three and explore STEM-related and other careers in Session Five.

Session One: Let's Build a City!	E, M
Session Two: City for the Future	Career, Creator, M
Session Three: My Money Choices	M
Session Four: Money Flows in the City	∅
Session Five: Workplaces in the City	Career

Learning Experiences	STEM Activity/Aspect
----------------------	----------------------

## JA Our Region® 1.0

JA Our Region introduces students to entrepreneurship and how entrepreneurs use resources to produce goods and services in a community. STEM connections include using geography terms and maps and discovering natural resources in Session Two, using math skills to play a game in Session Three, and participating in a problem-solving process in Sessions Four and Five. Some sessions include Extended Learning Opportunities where students apply technology or math skills.

Session One: Be an Entrepreneur ELO	Career, E
Session Two: Resources: Tools for Entrepreneurs ELO	S, M
Session Three: Hot Dog Stand Game ELO	M
Session Four: Entrepreneurs Solve Problems	E
Session Five: Entrepreneurs Go Global	T

## JA Our Region® 2.0

JA Our Region helps students explore how regional differences shape job opportunities, resource use, trade, and consumer choices. Students explore STEM and other careers in Session One. They use geography terms and maps to explore natural resources and sustainability in Session Two. Students complete a STEM design challenge in Session Three and employ math skills in Sessions Three, Four, and Five.

Session One: Jobs in My Region	Career
Session Two: Resources in My Region	S
Session Three: Trading Resources	Creator, M, E
Session Four: Our Choices Matter	M
Session Five: Prices in My Region	M

## JA Our Nation® 1.0

JA Our Nation provides practical information about businesses' need for individuals who can meet the demands of the job market, including high-growth, high-demand jobs. Volunteers introduce the concept of entrepreneurial thinking and involve students in design challenges. Students are introduced to STEM-related careers in Session Three.

Session One: Free to Choose Your Work or Business	M
Session Two: Innovation Nation	Creator
Session Three: Career Quest	Career, M
Session Four: Get and Keep the Job!	S, M
Session Five: Global Connections	Career, S
Supplemental Session: Business Organization	∅

## JA Our Nation® 2.0

JA Our Nation introduces students to key aspects of the nation's economy, skill development, career exploration, and community involvement. STEM connections include using math skills to play a pricing game in Session One, using a STEM design process to improve sustainability in a product or process in Session Two, and exploring STEM-related careers in Sessions Three, Four, and Five.

Session One: Winning With Competition	M
Session Two: Innovation Nation	Creator, S, T, E, M
Session Three: Success Skills	Career
Session Four: Career Horizons	Career, M
Session Five: Connecting for a Cause	Career, M

Learning Experiences	STEM Activity/Aspect
----------------------	----------------------

## JA More than Money®

JA More than Money teaches students about earning, spending, sharing, and saving money. All sessions require students to apply math skills to manage personal or business accounts, and Session Five also includes an activity where students apply their knowledge of geography.

Session One: The Money Garden	M
Session Two: Create a Business	M
Session Three: Build a Business	M
Session Four: Run a Business	M
Session Five: Global Success	S, M

## JA Career Exploration Fair®

JA Career Exploration Fair is an event where students learn about a range of career options across multiple career clusters. Depending on local programming, students may learn about STEM careers or participate in math challenges or maker activities.

Before the Fair: A Job for Everyone	Career
Day of the Fair	Determined Locally
Post-JA Career Exploration Fair Activity: Someday I'll Be...	Career

## JA Career Speakers Series®

In JA Career Speakers Series, a volunteer guest speaker visits the classroom and shares information about his or her career, work, and education experience. Depending on local programming, students may learn about specific STEM careers.

Before the Speaker Event	Career
Speaker Day	Determined Locally

# JA MIDDLE SCHOOL LEARNING EXPERIENCES (GRADES 6–8)



## Learning Experiences

## STEM Activity/Aspect

### JA Career Exploration Fair®

JA Career Exploration Fair is an event where students learn about a range of career options across multiple career clusters. Depending on local programming, students may learn about STEM careers or participate in math challenges or maker activities.

Before the Fair: What Sets You Apart?	Career
Day of the Fair	Determined Locally
Post-JA Career Exploration Fair Activity	Career

### JA Career Speakers Series®

In JA Career Speakers Series, a volunteer guest speaker visits the classroom and shares information about his or her career, work, and education experience. Depending on local programming, students may learn about specific STEM careers.

Before the Speaker Event	Career
Speaker Day	Determined Locally

### JA Economics for Success®

JA Economics for Success introduces middle school students to initial work and career readiness and personal finance concepts. They learn business and economic concepts; explore career interests and opportunities; and develop work-readiness skills through the lens of their own values, interests, and skills. Students apply their math skills to balance a budget in Managing My Money, make spending choices in Paying for My Wants and Needs, and use credit formulas in My Credit and Spending.

My Career Exploration	Career
Getting to Know Me	∅
My Career Goals	Career
My Transferable Skills	T
My Income and Expenses	M
Planning for My Future Income	M
Managing My Money	M
Paying for My Wants and Needs	∅
My Credit and Spending	M
My Ride on the Financial Rollercoaster	M

### JA Excellence through Ethics®

JA Excellence through Ethics introduces students to the importance of ethics and ethical decision making and how ethical and unethical choices affect everyone in a community.

Day of the Visit	∅
Wrap-Up	∅

## JA Inspire® Entry

JA Inspire Entry is more than a career fair, it's an event (in-person, virtual, or hybrid) that brings together the business community and local schools and is designed to help launch students into their futures: high school, postsecondary education, and careers beyond. Through the experience, students may learn about STEM careers when they attend webinars and presentations, explore career booths, and interact with career speakers.

Session One: Career Interests and Your Path	Career
Session Two: Career Planning and Your Path	Career
Session Three: Preparing to Meet Your Future	T
Session Four: Local Business Means Opportunity	Career
Session Five: Learn from the Experts	Determined Locally
Session Six: Visit the JA Inspire Career Fair	Career
Session Seven: JA Inspire Personal Reflection	∅

## JA It's My Future®

JA It's My Future provides practical information about preparing for the working world while still in middle school. Students use an app to design a logo in Session One and take an interests survey in Session Two. In the remaining sessions, they learn about STEM careers and soft skills that may help them land a job.

Session One: My Purpose	T
Session Two: Career Paths and Clusters	Career
Session Three: Bright Outlook Careers	Career
Session Four: Career Mapping	Career
Session Five: On the Hunt	∅
Session Six: Soft Skills	∅

## JA It's My Job® (Soft Skills)

JA It's My Job (Soft Skills) helps students understand the value of professional communication, acceptable use of technology in the workplace, and soft skills to help make them more employable to future employers across multiple career clusters, including STEM.

Session One: Interviewing for a Job	Career
Session Two: Workplace Communication	∅
Session Three: Cell Phones in the Workplace	T
Session Four: Communicating About Yourself	∅
Session Five: Workplace Writing	∅
Session Six: Applications and Resumes	∅

# JA HIGH SCHOOL LEARNING EXPERIENCES (GRADES 9–12)



## Learning Experiences

## STEM Activity/Aspect

### JA All About Cars®

JA All About Cars introduces students to the essential costs related to buying and operating a first car and offers tips on being a smart consumer when purchasing a vehicle.

JA All About Cars

M

### JA Be Entrepreneurial® (Creative Problem Solving)

In JA Be Entrepreneurial (Creative Problem Solving), students learn and apply design thinking, an innovative process for problem solving used by entrepreneurs (and intrapreneurs) to brainstorm customer-centric ideas.

Session One: Identifying the Problem

T

Session Two: Exploring Solutions

S

Session Three: Prototyping the Solution

E

Session Four: Testing the Solution

S

Session Five: Applying Design Thinking

Creator

### JA Be Entrepreneurial® (Rapid Business Planning)

In JA Be Entrepreneurial (Rapid Business Planning), students learn about the Lean Model Canvas, the strategic management template for developing business models.

Session One: Planning with the Customer in Mind

Ø

Session Two: Summarizing the Customer Elements

Ø

Session Three: Formulating the Finances

M

Session Four: Conveying the Business's Value

Ø

Session Five: Completing and Testing the Lean Business Plan

M

Session Six: Developing the Lean Business Plan

Creator

### JA Be Entrepreneurial® (Think Like an Entrepreneur)

In JA Be Entrepreneurial (Think Like an Entrepreneur), students develop a mindset that enables opportunity identification, innovation, value creation, and problem solving.

Session One: Developing a Mindset

S

Session Two: Assessing Entrepreneurial Potential

Ø

Session Three: Creating an Entrepreneurial Action Plan

Ø

## JA Career Exploration Fair®

JA Career Exploration Fair is an event where students learn about a range of career options across multiple career clusters. Depending on local programming, they may learn about STEM careers or participate in math challenges or maker activities.

Before the Fair	Career
Day of the Fair	Determined Locally
Post-JA Career Exploration Fair Activity	Career

## JA Career Speakers Series®

In JA Career Speakers Series, a volunteer guest speaker visits the classroom and shares information about his or her career, work, and education experience. Depending on local programming, students may learn about STEM careers.

Before the Speaker Event	Career
Speaker Day	Determined Locally

## JA Career Success®

JA Career Success provides high school students with a unique real-world introduction to the workplace and a depth of content in the JA Work and Career Readiness Pathway. The learning experience immerses students as interns in a software company where they practice their soft skills, get familiar with career development topics, and participate in self-guided projects that play vital roles in career success.

Session One: Welcome to the Workplace	Career
Session Two: Workplace Decision Making	T
Session Three: Effective Remote Collaboration	T
Session Four: Conflict Resolution in the Workplace	∅
Session Five: Workplace Creativity	Creator
Session Six: Solving Work Problems	Creator
Session Seven: Crisis Management	S

## JA Company Program® Pop-Up

JA Company Program Pop-Up teaches middle and high school students how to plan, launch, and operate their own business venture within a structured, guided experience.

Meeting One: Pop-Up Warm-Up	∅
Meeting Two: Doing the Research	M
Meeting Three: Defining the Pop-Up Structure	∅
Meeting Four: The 4 Ps of Pop-Up	S
Meeting Five: Creating the Buzz	T, M
Meeting Six: Open for Business!	T, M
Meeting Seven: Pop-Up Wrap-Up	M

## JA Excellence Through Ethics®

JA Excellence through Ethics introduces students to the importance of ethics and ethical decision making and how ethical and unethical choices affect everyone in a community.

Reflection Activity: Day of the Visit

∅

## JA High School Heroes®

JA High School Heroes provides leadership development opportunities to high school students who deliver JA programs in elementary schools.

Effective Civic Leadership

∅

Presentation Skills and Classroom Management

∅

Critical Thinking and Problem Solving

S

Reflection

∅

## JA Inspire® Advanced

JA Inspire Advanced is more than a career fair, it's an event (in-person, virtual, or hybrid) that brings together the business community and local schools and is designed to help launch students into their futures: high school, postsecondary education, and careers beyond. Through the experience, students may learn about STEM careers when they attend webinars and presentations, explore career booths, and interact with career speakers.

Session One: Career Interests and Your Path

Career

Session Two: Career Planning and Your Path

Career

Session Three: Preparing to Meet Your Future

T

Session Four: Local Business Means Opportunity

Determined Locally

Session Five: Learn from the Experts

Determined Locally

Session Six: Visit the JA Inspire Career Fair

Career

Session Seven: JA Inspire Personal Reflection

∅

## JA It's My Job® (Soft Skills)

JA It's My Job (Soft Skills) helps students understand the value of professional communication, acceptable use of technology in the workplace, and soft skills to help make them more employable to future employers across multiple career clusters, including STEM.

Communicating About Yourself

Career

Applications and Resumes

∅

Interviewing for a Job

∅

Cell Phones in the Workplace

T

Workplace Communication

∅

Workplace Writing

∅

## JA Job Shadow®

JA Job Shadow is a comprehensive experience that helps students design an individualized career path. Supporting print and digital formats as well as self-guided activities, JA Job Shadow provides a design-thinking structure for career exploration.

Session One: Finding Your Future	Career
Session Two: Career Informational Interviews	Career
Session Three: Site Visit	Determined Locally
Session Four: Site Visit Reflection	T
Session Five: Interviewing for a Job	∅
Session Six: Job Shadow Prep	∅
Session Seven: Job Shadow Experience	Determined Locally
Session Eight: Job Shadow Reflection	∅

## JA Launch Lesson®

JA Launch Lesson is a point-of-entry learning experience delivered by community entrepreneurs. During the hour-long lesson, students gain firsthand knowledge about starting a business and the entrepreneurial journey it takes to become financially independent. Depending on local programming, students may learn about specific STEM careers or applications.

Before the Lesson	∅
During the Lesson	Determined Locally
After the Lesson	∅

## JA Personal Finance®

JA Personal Finance demonstrates the relationship between financial decisions made now and future financial freedom and quality of life. Students use math skills to create a budget, manage their finances, and compare interest rates for investments.

Session One: Earning, Employment and Income	M
Session Two: Budgeting	M
Session Three: Savings	M
Session Four: Credit and Debt	M
Session Five: Consumer Protection	T
Session Six: Smart Shopping	M
Session Seven: Risk Management	∅
Session Eight: Investing	M
Session Nine: Credit Cards	M
Session Ten: Debt Management	∅
Session Eleven: New Worth	M

## JA Take Stock in Your Future<sup>®</sup>

JA Take Stock in Your Future introduces students to the stock market through classroom curriculum and self-guided activities. Five sessions introduce students to basic concepts about how the stock market works and the impact of current events on the stock market.

Session One: Understanding Stocks	M
Session Two: Stock Trading	M
Session Three: Exploring Dividends	T, M
Session Four: Best in Class Competition	T, M
Session Five: Planning for the Future	∅

## JA Titan<sup>®</sup>

JA Titan is a simulation-based learning experience in which high school students compete as business CEOs in the phone industry, experiencing firsthand how an organization evaluates alternatives, makes decisions, analyzes the outcomes of those decisions, and then strategizes what to do next. Students apply a profit equation, use budget strategies, and create marketing and research and development plans, all while navigating the JA Titan online game.

Tutorial: Getting Ready for Business	T
Competition Prep: Freestyle Exploration	Creator, T
Competition Prep: How to Play JA Titan	T, M
Competition Prep: Exploring Production	T, M
Competition Prep: Examining R&D and Marketing	T, M
Competition Prep: Considering Economic Factors	T, M
Competition Prep: Presenting the JA Titan of Business Competition	Creator, T

# JA REAL LIFE IMMERSION LEARNING EXPERIENCES



## Learning Experiences

## STEM Activity/Aspect

### JA BizTown®

JA BizTown combines in-class learning with a daylong visit to a specially designed mini-city. Volunteers assist students in firsthand learning experiences that allow elementary school students to operate banks and other businesses, manage their own checking accounts, learn about STEM careers, and participate in activities in which they need to use STEM skills (subject to activities and businesses available in each BizTown location).

Unit One: Financial Literacy	M
Unit Two: Community and Economy	M
Unit Three: Work Readiness	Career
Unit Four: Business Management	M
JA BizTown Visit	Determined Locally
Unit Five: Simulation Debriefing	∅

### JA BizTown Adventures®

JA BizTown Adventures is a culminating experience for students that follows the JA BizTown self-guided curriculum. The learning experience can be used as an enhancement or supplement before or after the JA BizTown experience.

JA BizTown Adventures	T, M
-----------------------	------

### JA Finance Park® Entry Level

JA Finance Park Entry Level, a JA Experiential Learning Center experience, introduces students to personal financial planning and career exploration. Students apply math skills throughout the learning experience: calculating tax formulas and interpreting graphs in Unit One, calculating interest in Units Two and Three, and balancing a budget in Unit Four and the simulation. Students use software to make financial decisions, including buying stock and donating a percentage of their income to a worthy cause.

Unit One: Income	Career, M
Unit Two: Saving, Investing, and Risk Management	M
Unit Three: Debit and Credit	M
Unit Four: Budget+	M
JA Finance Park Simulation	T, M
Unit Five: Debriefing	∅

### JA Finance Park® Advanced

JA Finance Park Advanced enables students to make informed, lifelong personal-finance decisions through interactive and hands-on activities. The learning experience culminates with a visit to JA Finance Park, a realistic on-site or mobile facility or virtual experience, where students engage with volunteers and use technology and math skills to put into practice what they've learned.

Theme One: Employment and Income	Career
----------------------------------	--------

Learning Experiences	STEM Activity/Aspect
Theme Two: Employment and Education	T, M
Theme Three: Financial Responsibility and Decision Making	M
Theme Four: Planning and Money Management	M
Theme Five: Risk Management and Insurance	T, M
Theme Six: Investing	M
Theme Seven: JA Finance Park Simulation and Debrief	T, M

## JA Company Program<sup>®</sup>

JA Company Program unlocks the innate ability in high school students to fill a need or solve a problem in their community by launching a business venture and unleashing their entrepreneurial spirit. Students create, market, and sell an actual product.

Meeting One: Start a Business	Career
Meeting Two: Fill a Need	Career
Meeting Three: Vet the Venture	Creator
Meeting Four: Create a Structure	Creator
Meeting Five: Launch the Business	Creator
Meeting Six through Eleven: Run the Business	Creator
Meeting Six: Capitalization	M
Meeting Seven: Finance	M
Meeting Eight: Management and Leadership	∅
Meeting Nine: Marketing	∅
Meeting Ten: Sales	M
Meeting Eleven: Supply Chain	∅
Meeting Twelve: Liquidate the Company	M
Meeting Thirteen: Create a Personal Action Plan	Career
Meeting Fourteen: Develop and Annual Report	M

# JA HIGH SCHOOL EXPERIENCE® COURSES



All JA High School Experience courses are full-semester, educator-taught programs

Learning Experiences	STEM Activity/Aspect
<b>JA Business Communications®</b>	
JA Business Communications is a one-semester, educator-led course that equips high school students to focus on communication skills necessary to succeed in business. In each project, students use critical thinking skills, formulate ideas, and work together in teams to solve real-world problems.	
Theme One: Interpersonal Communication Skills	Creator
Theme Two: Business Writing	∅
Theme Three: Organizational Communication	∅
Theme Four: Communicating About Performance and Expectations	T
Case Study: Communicating Successfully	T

<b>JA Economics®</b>	
JA Economics is a one-semester, educator-led course that connects high school students to the economic principles that influence their daily life as well as their future. Each theme includes a project where students engage in solving a real-world problem using critical thinking and collaboration.	
Unit One: Elements of the Economy	M
Unit Two: Markets	S
Unit Three: National Economy	M
Unit Four: Open to Debate: Government or Market Solutions	∅
Case Studies	∅

<b>JA Entrepreneurial Mindset®</b>	
JA Entrepreneurial Mindset is a one-semester, educator-led course that introduces high school students to the basics of starting a business. In each project, students use critical thinking skills, formulate ideas, and communicate and collaborate in teams to solve real-world problems.	
Theme One: Entrepreneurial Abilities, Opportunities, and Market	Career
Theme Two: Business Plan	Determined Locally
Theme Three: Economics	Determined Locally
Theme Four: Stages of Small Business Growth	Creator
Case Study: Developing Ideas	Creator

## JA Financial Capability® 1

JA Financial Capability 1 is a one-semester, educator-led course in which high school students examine financial capabilities from a business perspective, focusing on banking, economics, business planning, and risk management. In each project, students use critical thinking skills, formulate ideas, and communicate and collaborate in teams to solve real-world problems.

Theme One: Economics and Business	M
Theme Two: Business Planning and Financial Management	∅
Theme Three: Banking Services	M
Theme Four: Business Risk Management	M
Case Study: Analyzing and Applying Data	Creator

## JA Financial Capability® 2

JA Financial Capability 2 is a one-semester, educator-led course in which high school students examine financial capabilities from a business perspective, focusing on employee benefits, ethics, business investment, and international business operations. In each project, students use critical thinking skills, formulate ideas, and communicate and collaborate in teams to solve real-world problems.

Theme One: Investing in Employees, Benefits, and Work Experience	∅
Theme Two: Investing in Your Business	M
Theme Three: Financial Ethics, Legal, and Social Responsibility	T
Theme Four: International Business Challenges and Opportunities	Creator
Case Study: Managing Change	∅

## JA Financial Literacy®

JA Financial Literacy is a one-semester, educator-led course that equips high school students with foundational personal finance skills. In each project, students use critical thinking skills, communicate and collaborate, and work together in teams to solve real-world problems.

Theme One: Employment and Income	M
Theme Two: Money Management	M
Theme Three: Credit, Debit, and Keeping Your Finances Safe	Creator
Theme Four: Planning for the Future	M
Case Study: Making Important Life Decisions	∅

## JA Introduction to Business and Technology® 1

JA Introduction to Business and Technology 1 is a one-semester, educator-led course that introduces high school students to the basic skills necessary to succeed in business. Themes include teamwork, innovation, decision making, and ethics.

Theme One: Teamwork	T
Theme Two: Technology and Presentation Tools	T
Theme Three: 21st Century Skills	T
Theme Four: Careers, HR, and Talent	Creator
Case Study: Collaborating and Building Teams	T

## JA Introduction to Business and Technology® 2

JA Introduction to Business and Technology 2 is a one-semester, educator-led course that introduces high school students to the basic skills necessary to succeed in business. Themes include personal skills such as innovation, management functions, and accounting.

Theme One: Innovation	T
Theme Two: Functions of Management	T
Theme Three: Marketing	T
Theme Four: Accounting	T
Case Study: Cascading Goals	T

## JA Marketing Principles® 1

JA Marketing Principles 1 is a one-semester, educator-led course that introduces high school students to marketing and some basic marketing techniques.

Theme One: Marketing is Everywhere	Ø
Theme Two: Understanding the Customer	T
Theme Three: The Marketing Mix	T
Theme Four: Marketing in the World	Ø
Case Study: Building a Brand	Ø

## JA Marketing Principles® 2

JA Marketing Principles 2 is a one-semester, educator-led course, in which high school students learn about marketing and potential careers in the field.

Theme One: Market Research	Ø
Theme Two: Marketing Plan	T
Theme Three: Sales and Marketing Methods	Ø
Theme Four: Careers in Marketing	Ø
Case Study: Creating the Customer Experience	Creator

# JA USA LEARNING EXPERIENCE SUPPLEMENTS



Learning Experiences	STEM Activity/Aspect
<p><b>JA Afford Your Future™</b> JA Afford Your Future guides students through using an online calculator tool that considers multiple variables to explore career income and education funding options.</p>	T, M
<p><b>JA Build Your Future</b></p>	Career
<p><b>JA Community Coders®</b> JA Community Coders is a single session that enables students to see the importance of digital skills and jobs in the community.</p>	S, T
<p><b>JA Connect®</b> JA Connect is JA's first self-guided student experience, featuring a flexible, modular repository of activities related to work and career readiness, financial literacy, and entrepreneurship. Many sessions are eligible as career, math, or tech connectors.</p>	Content Varies/Accessed through Technology
<p><b>JA Financial Capability® Videos</b> JA Financial Capability Videos are short videos covering an array of financial topics that will be made available for students, teachers, volunteers, and JA Area offices via JA's digital platform, JA Connect.</p>	Content varies
<p><b>JA Future by Design®</b> JA Future by Design is an app that helps students use the Design for Delight method to explore careers.</p>	Career, T
<p><b>JA Hand in Hand®</b> JA Hand in Hand video series allows students to learn foundational financial literacy concepts through videos which support learning for all students through American Sign Language, close captioning, and audio.</p>	Career, M
<p><b>JA Here to Career®</b> JA Here to Career provides middle and high school students with a unique opportunity to engage in detailed career exploration, with a focus on opportunities in their own community and regional area.</p>	Career

Learning Experiences	STEM Activity/Aspect
<p><b>JA Money Quiz<sup>®</sup></b>            JA Money Quiz is a fun and engaging way for students to explore their financial literacy knowledge. The quiz is different each time a student plays. JA Money Quiz can be used as a stand alone activity or an enhancement to JA Financial Literacy programs for high school students.</p>	Content Varies/Accessed through Technology
<p><b>JA Our Neighbors<sup>®</sup></b>            The goal of JA Our Neighbors is to build students' confidence through daily affirmations and exposure to a variety of business owners in our neighborhood, and to prepare students with concepts and vocabulary so they are ready for JA elementary programs.</p>	∅
<p><b>JA Tools for Success<sup>®</sup></b>            JA Tools for Success introduces students to work and career readiness skills needed to prepare for the digital economy.</p>	Career, T