




Career Cluster: Business, Finance & Marketing

Career Pathway: Marketing

JUNIOR HIGH / MIDDLE SCHOOL
HIGH SCHOOL
EXPLORER COURSES: Choose one or more of the following courses.
CONCENTRATOR COURSES: To be a concentrator you must pass the following course AND one explorer course.
COMPLETER COURSES: To be a completer you must pass enough courses to earn 3.0 credits in this Pathway.
POSTSECONDARY:
Utah System of Higher Education: ushe.edu UtahMajors.org: Utah Majors Guide
Utah System of Technical Colleges: utech.edu

* concurrent enrollment course + recommended explorer course

HIGH SCHOOL TO POSTSECONDARY EDUCATION AND TRAINING			
There are several options for education and training beyond high school, depending on your career goals.			
	1-Year Certificate	2-Year Assoc. or Tech. Degree	4-Year Bachelor's Degree
	N/A	N/A	> Art Director > CTE Teacher > Editor > Graphic Designer

Utah CTE classes are open to all qualified students without regard to race, color, national origin, sex, disability, or age.

Student Testimonial

“The business and marketing courses I have taken in high school have really influenced me in the direction I would like to go for my future education and career.”

Rory James Pollard
 Fremont High School

LEARN MORE ABOUT OCCUPATIONS AND WAGES

Business, Finance & Marketing

UtahCTE.org: [Fact Sheet](#)

UtahFutures.org: [Occupation/Wage Search](#)

DECA

is the Career and Technical Student Organization (CTSO) for students in the Marketing Pathway.

DECAdirect.org | UtahDECA.org | [Utah DECA flyer](#)

