

# Utah Career and Technical Education Career Pathway Chart 2020-2021 School Year




**Marketing  
CAREER PATHWAY**  
Business, Finance & Marketing  
CAREER CLUSTER

## Career Cluster: Business, Finance & Marketing

### Career Pathway: Marketing

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

\* 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	<ul style="list-style-type: none"> <li>&gt; Art Director</li> <li>&gt; CTE Teacher</li> <li>&gt; Editor</li> <li>&gt; Graphic Designer</li> </ul>

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

