



COURSES

- GRADE 9**
Principles of Business, Marketing, and Finance Certificate
Level 1

- GRADE 10**
Marketing (STC Dual Enrollment at WHS)
Level 2

- GRADE 11**
Advertising AND Social Media Marketing Certificate
Level 3

- GRADE 12**
Practicum in Marketing Career Preparation I
Level 4

STC Dual Enrollment opportunity

HIGH SCHOOL/INDUSTRY CERTIFICATION	CERTIFICATE/LICENSE*	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/DOCTORAL PROFESSIONAL DEGREE
Google Analytics	Certified Product Manager	Marketing/Marketing Management, General		Marketing
	DMA Certified Marketing Professional	Consumer Merchandising/Retailing Management	Business Administration	
	Certified Salesperson	International Marketing	Applied Economics	
	Real Estate Appraiser	Business	Marketing Research	Advertising

Additional industry based certification information is available from the TEA CTE website.

For more information on postsecondary options for this program of study, visit TXCTE.org.

OCCUPATIONS	MEDIAN WAGE	ANNUAL OPENINGS	% GROWTH
Marketing Research Analysts and Marketing Specialists	\$70,346	4,664	40%
Insurance Sales Agents	\$43,181	5,886	30%
First-Line Supervisors of Retail Sales Workers	\$72,550	2,826	15%
Wholesale and Retail Buyers	\$51,106	1,299	19%

WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES

Exploration Activities: Business Professionals of America (BPA), Future Business Leaders of America (FBLA), and DECA

Work Based Learning Activities: Internship with local marketing firm; shadow a real estate agent; operate a school store on campus

The Marketing and Sales program of study teaches CTE concentrators how to collect information to determine potential sales of a product or service and/or create a marketing campaign to market or distribute goods and services. Through this program of study, students will learn the skills necessary to understand and apply data on customer demographics, preferences, needs, and buying habits. The Business, Marketing, and Finance Career Cluster® focuses on careers in planning, organizing, directing, and evaluating business functions essential to efficient and productive business operations.



It is the policy of Weslaco ISD not to discriminate on the basis of race, color, national origin, sex or handicap in its vocational programs, services or activities as required by Title VI of the Civil Rights Act of 1964, as amended; Title IX of the Education Amendments of 1972; and Section 504 of the Rehabilitation Act of 1973, as amended.

Successful completion of the Marketing and Sales program of study will fulfill requirements of the Business and Industry Endorsement. Approved Statewide Program of Study - September 2019 Modified by Weslaco ISD Career & Technical Education



COURSE INFORMATION

COURSE NAME	SERVICE ID	PREREQUISITES (PREQ) COREQUISITES (CREQ) RECOMMENDED REQUISITES (RPREQ or CRCEQ)	GRADE
Principles of Business, Marketing, and Finance	13011200 (1 credit)	None	9-11
Fashion Marketing	13034300 (.5 credit)	None	9-12
Sports and Entertainment Marketing	13034600 (.5 credit)	None	9-12
Virtual Business	13012000 (.5 credit)	None	10-12
Marketing	TBD	TBD	TBD
Social Media Marketing	13034650 (.5 credit)	None	9-12
Advertising	13034200 (.5 credit)	None	9-12
Retail Management	N1303420 (1 credit)	None	10-12
Sports and Entertainment Marketing II	N1303422 (.5 credit)	PREQ: Sports and Entertainment Marketing	10-12
Statistics and Business Decision Making	13016900 (1 credit)	PREQ: Algebra II	11-12
Fundamentals of Real Estate	N1301120 (2 credits)	None	11-12
Advanced Marketing	13034700 (2 credits)	PREQ: One credit from the courses in the Marketing Career Cluster	11-12
Practicum in Marketing	13034800 (2 credits) 13034805 (3 credits) 13034810 (2 credits) 13034815 (3 credits)	None	11-12
Practicum in Entrepreneurship	TBD	TBD	TBD
Career Preparation I	12701300 (2 credits) 12701305 (3 credits)	None	11-12

**FOR ADDITIONAL INFORMATION ON THE BUSINESS, MARKETING,
AND FINANCE CAREER CLUSTER, PLEASE CONTACT:**

Dale Fowler | dale.fowler@tea.texas.gov

<https://tea.texas.gov/cte>