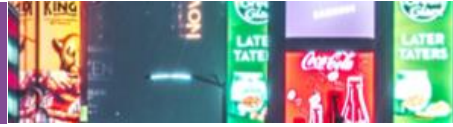


Business, Marketing, and Finance Career Cluster

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.

Marketing



The Marketing and Sales program of study teaches CTE learners 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.

High School Courses

Level 1

- Sports and Entertainment Marketing I
- Advertising

Level 2

- Marketing

Level 3

- Social Media Marketing
- Sports and Entertainment Marketing II

Level 4

- Career Preparation I

Postsecondary Opportunities

Associates Degrees

- Marketing/ Marketing Management, General
- Consumer Merchandising/ Retailing Management
- International Marketing
- Business

Bachelor's Degrees

- Marketing/ Marketing Management, General
- Business Administration
- Applied Economics
- Marketing Research

Master's, Doctoral, and Professional Degrees

- Marketing
- Business Administration
- Applied Economics
- Advertising

Work-Based Learning and Expanded Learning Opportunities

Exploration Activities

- Participate in Business Professionals of America, Future Business Leaders of America, or DECA

Work-Based Learning Activities

- Intern with a local marketing firm
- Shadow a real estate agent
- Operate a school store on campus

Industry-Based Certifications

- Retail Merchandising - Job Ready
- Student Social Media Marketing Certification



Aligned Occupations

Occupations	Median Wage	Annual Openings	% Growth
Marketing Research Analysts and Marketing Specialists	\$70,346	4,664	40%
Insurance Sales Agent	\$43,181	5,886	30%
First-Line Supervisors of Retail Sales Workers	\$72,550	2,826	15%
Wholesale and Retail Buyers	\$51,106	1,229	19%

Successful completion of the Marketing and Sales program of study will fulfill requirements of the Business and Industry endorsement. Revised – August 2022