

MARKETING & SALES



9th

Principles of Business, Marketing, & Finance

10th

Sports & Entertainment/
Fashion Marketing

11th

Virtual Business/
Social Media Marketing

12th

Advanced Marketing

Postsecondary Options

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

Additional industry based certifications information is available from the TEA CTE website. For more information on postsecondary options for this program of study, visit TXCTE.org.

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.

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	1,229	19%

WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES

Exploration Activities:
TBD

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



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.

Successful completion of the Accounting & Financial Services pathway will fulfill requirements of the Business and Industry Endorsement.

