

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. This career cluster includes occupations ranging from business owner and entrepreneur, to account, retail manager and market analyst.

Marketing & Sales



The Marketing and Sales program of study focuses on occupational and educational opportunities associated with collecting information to estimate potential sales of a product or service and create campaigns to market or distribute goods and services. It includes applying data related to customer demographics, preferences, needs and buying habits.

Secondary Courses for High School Credit

Level 1

- Principles of Business, Marketing, and Finance

Level 2

- Sports and Entertainment Marketing
- Marketing

Level 3

- Social Media Marketing ¹

Level 4

- *Advanced Marketing
* Coming 2025-26 School Year



Work-Based Learning and Expanded Learning Opportunities

Exploration Activities

- Participate in Business Professionals of America (BPA) or DECA

Work-Based Learning Activities

- Intern with a local marketing firm
- Operate a school store on campus

Industry-Based Certifications

- Student Social Media Marketing Certification ¹

Aligned Advanced Academic Courses

- AP Statistics



Postsecondary Opportunities

Associates Degrees

- Marketing/Marketing Management
- Retail Management

Bachelor's Degrees

- Business Administration
- Marketing/Marketing Management
- Fashion Merchandising

Master's, Doctoral, and Professional Degrees

- Business Administration
- Applied Economics
- Business Analytics

Aligned Occupations

Occupations	Median Wage	Annual Openings	% Growth
Retail Salesperson	\$32,500	56,000	15%
Buyers and Purchasing Agents	\$62,700	4,700	9%
Sales Managers	\$133,500	3,400	21%

Successful completion of the Marketing and Sales program of study will fulfill requirements of the Business and Industry endorsement. Revised – June 2024

Marketing & Sales Course Information

Level 1

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE LEVEL(S)
Principles of Business, Marketing, and Finance	13011200 (1 credit)	None	9

Level 2

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE LEVEL(S)
Sports and Entertainment Marketing	13034600 (.5 credit)	Principles of Business, Marketing, and Finance	10
Marketing	N1303424 (1 credit)	Principles of Business, Marketing, and Finance	11

Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE LEVEL(S)
Social Media Marketing	13034650 (.5 credit)	Principles of Business, Marketing, and Finance	10

Level 4

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE LEVEL(S)
*Advanced Marketing <i>*Coming 2025-26 School Year</i>	13034700 (2 credits)	Marketing	12

FOR ADDITIONAL INFORMATION ON THE BUSINESS, MARKETING, AND FINANCE CAREER CLUSTER,
PLEASE CONTACT YOUR CAMPUS CTE COUNSELOR
<https://tea.texas.gov/cte>

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Further nondiscrimination information can be found at
[Notification of Nondiscrimination in Career and Technical Education Programs.](#)