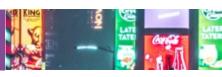
## **Business, Marketing, and Finance Career Cluster**

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 <sup>1</sup>

#### Level 4

- \*Advanced Marketing
  - \* Coming 2025-26 School Year











## **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

## 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**

 Stukent Social Media Marketing Certification <sup>1</sup>

## **Aligned Advanced Academic Courses**

AP Statistics



## **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 *Coming 2025-26 School Year	13034700 (2 credits)	Marketing	12

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

Mesquite ISD does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs or activities and provides equal access to the Boy Scouts and other designated youth groups. The following people have been designated to handle inquiries regarding the nondiscrimination policies: Title IX Coordinators – Chassordee Willie and Emilio Duran, and/or Section 504 Coordinator Amanda Carroll at 3819 Town Crossing Blvd., Mesquite, TX 75150 / 972-288-6411.

Further nondiscrimination information can be found at Notification of Nondiscrimination in Career and Technical Education Programs.