

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 accountant, retail manager, and market analyst.



Marketing & Sales (WHS Only) Statewide Program of Study

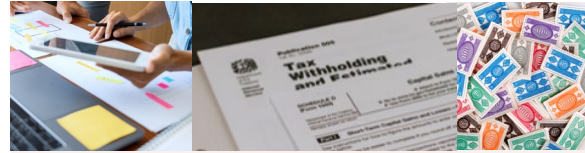


The **Marketing and Sales** program of study focuses on occupational and educational opportunities associated with collecting information to estimate potential sales of a product or service and create campaigns to market or distribute goods and services. It includes applying data related to customer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

Secondary Courses for High School Credit



Level 1	T200	Principles of Business, Marketing, and Finance (1/YL)
Level 2	T808	Sports & Entertainment Marketing (.5/SEM) And
	T809	Sports & Entertainment Marketing II (.5/SEM)
Level 3	T813	Introductions to Event and Meeting Planning (1/YL) Or
	T812	Introduction to Real Estate (2/YL)
Level 4	T805	Advanced Marketing (2/YL) Or
	T810	Practicum in Entrepreneurship-Marketing (2/YL) Or
	T811	Practicum in Entrepreneurship-Business (2/YL)



Example Postsecondary Opportunities

Associate 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

Additional Stackable IBCs/License

- Salesforce
- Service Contract Providers



Work-Based Learning and Expanded Learning Opportunities

Work-Based Learning Activities

- Intern at a marketing and advertising company
- Job shadow a pharmaceutical sales representative
- Intern at a local retail company

Expanded Learning Opportunities

- Job shadow an account representative at a marketing firm
- Participate in BPA, DECA, FBLA, or related UIL events



Aligned Industry-Based Certifications

- Business of Retail: Certified Specialist
- Customer Service and Sales: Certified Specialist
- Real Estate Sales Agent License



Example Aligned Occupations

Retail Salespersons

Median Wage: \$28,356
Annual Openings: 56,132
10-Year Growth: 15%

Market Research Analysts

Median Wage: \$60,926
Annual Openings: 5,688
10-Year Growth: 35%

Sales Managers

Median Wage: \$123,729
Annual Openings: 3,368
10-Year Growth: 21%

Data Source: TexasWages, Texas Workforce Commission. Retrieved 3/8/2024.

For more information visit:

<https://tea.texas.gov/academics/college-career-and-military-prep/career-and-technical-education/programs-of-study-additional-resources>

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

