

Business & Industry Endorsement



Marketing & Sales

Business, Marketing, and Finance

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.

Level 1 Course



Principles of Business, Marketing & Finance

Level 2 Course



Sports & Entertainment Marketing
Virtual Business
Entrepreneurship I

Level 3 Course



Advertising
Social Media Marketing

Level 4 Course



Practicum of Entrepreneurship
Statistics and Business Decision Making

Industry Based Certification:

- Entrepreneurship and Small Business
- Student Social Media Marketing Certification

Recommended Course Sequence:

9th grade

Principles of Business, Marketing, & Finance

10th grade

Sports & Entertainment Marketing/Virtual Business &/or Entrepreneurship

11th grade

Advertising /Social Media Marketing

12th grade

Practicum of Entrepreneurship

Postsecondary Opportunities:

Associate Degree:
Marketing
Retail Management

Bachelor's Degree:
Fashion Merchandising
Marketing Management
Business Administration

Other:
Salesforce
Service Contract Providers

Example Aligned Occupations:

Market Research Analysts

Median Wage: \$60,926
Annual Openings: 5,688

Sales Managers

Median Wage: \$123,729
Annual Openings: 3,368

Agents/ Business Manager

Median Wage: \$52,976
Annual Openings: 200