



# 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.

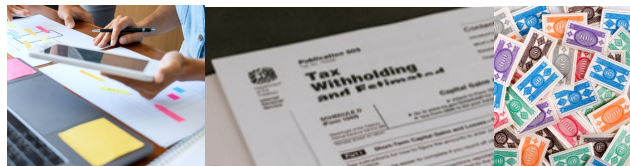
## Statewide Program of Study: *Marketing and Sales*

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

- |                |   |
|----------------|---|
| <b>Level 1</b> | <ul style="list-style-type: none"> <li>Principles of Business, Marketing, and Finance</li> <li>Digital Media</li> </ul>   |
| <b>Level 2</b> | <ul style="list-style-type: none"> <li>Sports and Entertainment Marketing</li> <li>Fashion Marketing</li> </ul>   |
| <b>Level 3</b> | <ul style="list-style-type: none"> <li>Advertising</li> <li>Social Media Marketing</li> </ul>   |
| <b>Level 4</b> | <ul style="list-style-type: none"> <li>Statistics and Business Decision Making</li> <li>Practicum in Marketing</li> <li>Career Preparation for Programs of Study</li> </ul> |



### 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

### Aligned Advanced Academic Courses

<b>AP or IB</b>	AP Statistics
<b>Dual Credit</b>	Dual credit offerings will vary by local education agency.

Students should be advised to consider these course opportunities to enrich their preparation. AP or IB courses not listed under the Secondary Courses for High School Credit section of this framework document do not count towards concentrator/completer status for this program of study.

### Work-Based Learning and Expanded Learning Opportunities

<b>Work-Based Learning Activities</b>	<ul style="list-style-type: none"> <li>Intern at a marketing and advertising company</li> <li>Job shadow a pharmaceutical sales representative</li> <li>Intern at a local retail company</li> </ul>
<b>Expanded Learning Opportunities</b>	<ul style="list-style-type: none"> <li>Job shadow an account representative at a marketing firm</li> <li>Participate in BPA, DECA, FBLA, or related UIL events</li> </ul>

### Aligned Industry-Based Certifications

- Entrepreneurship and Small Business
- Stukent Social Media Marketing Certification



### 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%



# Business, Marketing, and Finance Career Cluster

## Statewide Program of Study: *Marketing and Sales*

### Course Information

	Course	Prerequisites   Corequisites	Career Clusters
Level 1	<b>Principles of Business, Marketing, and Finance*</b> 13011200 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	 
Level 2	<b>Sports and Entertainment Marketing</b> 13034600 (0.5 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Principles of Business, Marketing and Finance <b>Recommended Corequisites:</b> None	 
	<b>Fashion Marketing</b> 13034300 (0.5 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Principles of Business, Marketing and Finance <b>Recommended Corequisites:</b> None	
Level 3	<b>Advertising*</b> 13034200 (0.5 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Principles of Business, Marketing, and Finance <b>Recommended Corequisites:</b> None	
	<b>Social Media Marketing</b> 13034650 (0.5 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Principles of Business, Marketing, and Finance <b>Recommended Corequisites:</b> None	
Level 4	<b>Statistics and Business Decision Making*</b> 13016900 (1 credit)	<b>Prerequisites:</b> Algebra II <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	
	<b>Practicum in Marketing*</b> First Time Taken: 13034800 (2 credits) Second Time Taken: 13034810 (2 credits)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Principles of Business, Marketing, and Finance <b>Recommended Corequisites:</b> None	

\* Indicates course is included in more than one program of study.

For additional information on the **Business, Marketing, and Finance** career cluster, contact [cte@tea.texas.gov](mailto:cte@tea.texas.gov) or visit <https://tea.texas.gov/cte>



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