



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*

Endorsement: *Business and Industry*

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.



Marketing and Sales Course Sequence

Level 1	Course	Prerequisites Corequisites
	Principles of Business, Marketing, and Finance 1 credit, 1 class period	Prerequisites: None
Level 2	Course	Prerequisites Corequisites
	Sports and Entertainment Marketing .5 credit, 1 period, 1 semester	Recommended Prerequisites: Principles of Business, Marketing, and Finance
	Social Media Marketing .5 credit, 1 period, 1 semester	
Entrepreneurship I 1 credit, 1 class period	Prerequisites: None	
Level 3	Course	Prerequisites Corequisites
	Business Management 1 credit, 1 class period	Prerequisites: Global Business and Human Resource Management
Industry Based Certifications	• Entrepreneurship and Small Business	
Level 4	Course	Prerequisites Corequisites
	Practicum in Business Management, Practicum in Entrepreneurship 2 credits, 2 class periods	Prerequisites: 2 or more courses in the Marketing Sales Pathway.

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

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%

To earn the Marketing and Sales Pathway and Business and Industry Endorsement, students must complete at least 3 classes for 4 or more credits.

Marketing and Sales

BUSINESS & INDUSTRY ENDORSEMENT



An example of a four-year plan for a student entering 9th grade to complete the Marketing and Sales Program of Study.

Subject	9th	10th	11th	12th
Language Arts	English 1	English 2	English 3	Advanced English
Mathematics	Algebra 1	Geometry	3 rd Math	4 th Math
Science	Biology or IPC	Biology or Chemistry	3 rd Science	4 th Science
Social Studies	World Geography	World History	US History	Govt./Econ.
Required CTE courses	Principles of Business, Marketing, and Finance	Social & Ent. Mktg/ Social Media Mktg or Entrepreneurship I	Business Management	Practicum in Business Management OR Practicum in Entrepreneurship
Elective	Physical Education	Fine Arts	Elective	
Elective	Foreign Language	Foreign Language	Elective	Elective

Industry Based Certifications
<ul style="list-style-type: none"> • Entrepreneurship and Small Business

Related CTE Elective Courses
<ul style="list-style-type: none"> • Entrepreneurship II • Global Business • Human Resource Management

Program of Study Planning
<ul style="list-style-type: none"> • To complete any Program of Study, a student must complete 3 or more courses for a total of 4 or more credits. • A student may change their Program of Study at the end of their 9th grade year but must remain in their newly chosen pathway for the remainder of high school if they wish to complete it. • Students are encouraged to pursue other passions in their academics with the understanding that courses and/or commitments in other programs may conflict with completing their Program of Study.