



# 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: *Travel, Tourism, and Attractions*

### Endorsement: *Business and Industry*

The Travel, Tourism, and Attractions program of study focuses on occupational and educational opportunities associated with the marketing and sales of travel and tourism services. This program of study includes planning, directing, and coordinating marketing or business policies and programs. Students will identify potential customers and determine demand and promotional strategies for products and services.



## Travel, Tourism, and Attractions Course Sequence

|         | Course  | Prerequisites   Corequisites  |
|---------|---|---|
| Level 1 | Principles of Business, Marketing, and Finance<br>1 credit, 1 class period        | Prerequisites: None   |
|         | Introduction to Culinary Arts<br>1 credit, 1 class period<br>class is at the MILE | Prerequisites: None   |
| Level 2 | Course  | Prerequisites   Corequisites  |
|         | Entrepreneurship I<br>1 credit, 1 period<br>class is at the MILE                  | Prerequisites: None   |
| Level 3 | Course  | Prerequisites   Corequisites  |
|         | Sports and Entertainment Marketing<br>1 class period, 1 semester                  | Prerequisites: None   |
|         | Global Business<br>1 class period, 1 semester                                     |   |
| Level 4 | Course  | Prerequisites   Corequisites  |
|         | Prac. in Entrepreneurship<br>2 credits, 2 class periods<br>class is at the MILE   | Prerequisites: 2 or more courses in the Travel Tourism Path.                          |
|         | Industry Based Certifications   | <ul style="list-style-type: none"> <li>Entrepreneurship and Small Business</li> </ul> |

### 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 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 Travel, Tourism, and Attractions Pathway and Business and Industry Endorsement, students must complete at least 3 classes for 4 or more credits.**

# Travel, Tourism, and Attractions

## BUSINESS & INDUSTRY ENDORSEMENT



An example of a four-year plan for a student entering 9<sup>th</sup> grade to complete the Travel, Tourism, and Attractions Program of Study.

| Subject              | 9th  | 10th   | 11th                       | 12th                                 |
|----------------------|--|--|----------------------------|--------------------------------------|
| Language Arts        | English 1  | English 2  | English 3                  | Advanced English                     |
| Mathematics          | Algebra 1  | Geometry   | 3 <sup>rd</sup> Math       | 4 <sup>th</sup> Math                 |
| Science              | Biology or IPC                                     | Biology or Chemistry   | 3 <sup>rd</sup> Science    | 4 <sup>th</sup> Science              |
| Social Studies       | World Geography                                    | World History  | US History                 | Govt./Econ.                          |
| Required CTE courses | <b>Principles of BMF or Intro to Culinary Arts</b> | <b>Sports Ent. Mktg. &amp; Global Business or Entrepreneurship I</b> | <b>Business Management</b> | <b>Practicum in Entrepreneurship</b> |
| Elective             | Physical Education                                 | Fine Arts  | Elective                   |                                      |
| Elective             | Foreign Language                                   | Foreign Language   | Elective                   | Elective                             |

### Industry Based Certifications

- Entrepreneurship and Small Business

### Related CTE Elective Courses

- Entrepreneurship II
- Human Resource Management
- Social Media Marketing

### Program of Study Planning

- 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 9<sup>th</sup> 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.