

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**

The **Marketing** program focuses on career and educational pathways in marketing, emphasizing skills needed to research and analyze customer demographics, preferences, needs, and buying habits. Students learn to create innovative strategies and campaigns to effectively promote and distribute products and services, preparing them for dynamic roles in the marketing industry.

Secondary Courses for High School Credit

Grade Level	Courses
9 th	<ul style="list-style-type: none"> Principles of Business, Marketing, and Finance
10 th	<ul style="list-style-type: none"> Sports and Entertainment Marketing Fashion Marketing
11 th	<ul style="list-style-type: none"> Advertising Social Media Marketing
12 th	<ul style="list-style-type: none"> Advanced Marketing Practicum in Marketing



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

AP or IB	AP Statistics
Dual Credit	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

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

Aligned Industry-Based Certifications

IBC's Offered

- Entrepreneurship and Small Business
- Facebook Digital Marketing Associate Certification

Optional IBC's

- Retail Merchandising - Job Ready
- 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%

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>