

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.

Big Spring High School 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

- Level 1**
- Principles of Business, Marketing, and Finance
 - Digital Media

- Level 2**
- Virtual Business
 - Entrepreneurship I (SY 2025-26)

- Level 3**
- Fundamentals of Real Estate
 - Advertising
 - Social Media Marketing

- Level 4**
- Practicum in Entrepreneurship (SY 2025-26)
 - Career Preparation for Programs of Study



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

- Intern at a marketing and advertising company
- Job shadow a pharmaceutical sales representative
- Intern at a local retail company

Expanded Learning Opportunities

- Job shadow an account representative at a marketing firm
- Participate in BPA, DECA, FBLA, or related UIL events

Aligned Industry-Based Certifications

- Stukent Social Media Marketing Certification
- Real Estate Sales Agent License
- Entrepreneurship and Small Business (SY 2025-26)



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>



Business, Marketing, and Finance Career Cluster

Statewide Program of Study: *Marketing and Sales*

Course Information

Level 1

Course	Prerequisites Corequisites	Career Clusters
Principles of Business, Marketing, and Finance* 13011200 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Digital Media 13027800 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	

Level 2

Course	Prerequisites Corequisites	Career Clusters
Entrepreneurship I* 13011101 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing and Finance Recommended Corequisites: None	

Level 3

Course	Prerequisites Corequisites	Career Clusters
Fundamentals of Real Estate* N1301120 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Social Media Marketing 13034650 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance Recommended Corequisites: None	
Advertising* 13034200 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance Recommended Corequisites: 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 or visit <https://tea.texas.gov/cte>



























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Course Information

Level 4

Course	Prerequisites Corequisites	Career Clusters
Practicum in Entrepreneurship* First Time Taken: 13011111 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Entrepreneurship I and Entrepreneurship II or successful completion of at least two courses in a CTE program of study Recommended Corequisites: None	         
Career Preparation for Programs of Study* First Time Taken: 12701121 (2 credits)	Prerequisites: At least one Level 2 or higher CTE course Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	             

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

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