



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 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.

Offered to: TCHS



Secondary Courses for High School Credit

Level 1 • Principles of Business, Marketing, and Finance

Level 2 • Virtual Business
• Social Media Marketing

Level 3 • Advanced Marketing

Level 4 • Practicum in Marketing

Aligned Advanced Academic Courses

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

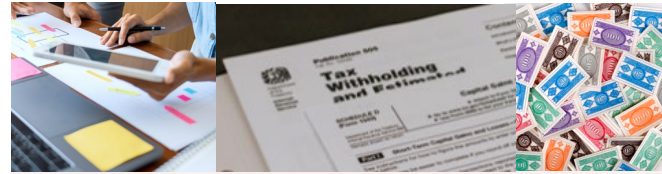
- Intern at a marketing and advertising company
- Job shadow a pharmaceutical sales representative
- Intern at a local retail company

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

- Entrepreneurship and Small Business



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



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%





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Course Information

Level 1

Course	Prerequisites Corequisites	Local Course #
Principles of Business, Marketing, and Finance 13011200 (1 credit)	Prerequisites: None Corequisites: None	7764

In Principles of Business, Marketing, and Finance, students gain knowledge and skills in economies and private enterprise systems, the impact of global business, marketing of goods and services, advertising, and product pricing. Students analyze the sales process and financial management principles. This course allows students to reinforce, apply, and transfer academic knowledge and skills to a variety of interesting and relevant activities, problems and settings in business, marketing, and finance.

Level 2

Course	Prerequisites Corequisites	Local Course #
Social Media Marketing 13034650 (0.5 credit)	Prerequisites: Principles of BMF Corequisites: Virtual Business *Fall Semester	7765

This course will provide students with a thorough understanding of the marketing concepts and theories that apply to sports and sporting events and entertainment. The areas this course will cover include basic marketing, target marketing and segmentation, sponsorship, event marketing, promotions, sponsorship proposals, and implementation of sports and entertainment marketing plans. This course will also provide students an opportunity to develop promotional plans, sponsorship proposals, endorsement contracts, sports and entertainment marketing plans, and evaluation and management techniques.

Virtual Business 13012000 (0.5 credit)	Prerequisites: Principles of BMF Corequisites: Social Media Marketing *Spring Semester	7766
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This course is designed to provide a comprehensive introduction to the principles and practices of advertising. Students will gain knowledge of techniques used in current advertising, including print, broadcast, and digital media. The course explores the social, cultural, ethical, and legal issues of advertising, historical influences, strategies, media decision.

Level 3

Course	Prerequisites Corequisites	Local Course #
Advanced Marketing 13034700 (2 credits)	Prerequisites: Virtual Business, Social Media Marketing Corequisites: None	7856

Students will run the 409stingstore plus create and apply marketing, accounting, purchasing, web development skills in this 2-hour class. Advanced Marketing is a series of dynamic activities that focus on the customer to generate a profitable exchange. Students gain knowledge and skills that help them to be proficient in one or more of the marketing functional areas associated with distribution, financing, marketing information management, pricing, product planning, promotion, purchasing, risk management, and selling skills. Students integrate skills from academic subjects, information technology, interpersonal communication, and management training to make responsible decisions.

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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Statewide Program of Study: *Marketing*

Course Information

Level 4	Course	Prerequisites Corequisites	Local Course #
	Practicum in Marketing 13034800 (2 credits)	Prerequisites: Advanced Marketing Corequisites: None	7857
<p>Practicum in Marketing is a series of dynamic activities that focus on the customer to generate a profitable exchange. Students will gain knowledge and skills that help them to be proficient in one or more of the marketing functional areas associated with distribution, financing, marketing information management, pricing, product planning, promotion, purchasing, risk management, and selling skills. Students will integrate skills from academic subjects, information technology, interpersonal communication, and management training to make responsible decisions. The practicum course is a paid or unpaid experience for students participating in a coherent sequence of career and technical courses in marketing.</p>			

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