

# 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 marketing analyst.

## Statewide 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

- |                |  |
|----------------|--|
| <b>Level 1</b> | <ul style="list-style-type: none"> <li>Principles of Business, Marketing, and Finance</li> <li>Digital Media</li> </ul>                    |
| <b>Level 2</b> | <ul style="list-style-type: none"> <li>Sports and Entertainment Marketing</li> <li>Virtual Business</li> <li>Entrepreneurship I</li> </ul> |
| <b>Level 3</b> | <ul style="list-style-type: none"> <li>Sports and Entertainment Marketing II</li> <li>Social Media Marketing</li> </ul>                    |
| <b>Level 4</b> | <ul style="list-style-type: none"> <li>None</li> </ul>   |

### Aligned Advanced Academic Courses

<b>AP or IB</b>	AP Statistics
<b>Dual Credit</b>	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

<b>Work-Based Learning Activities</b>	<ul style="list-style-type: none"> <li>Intern at a marketing and advertising company</li> <li>Job shadow a pharmaceutical sales representative</li> <li>Intern at a local retail company</li> </ul>
<b>Expanded Learning Opportunities</b>	<ul style="list-style-type: none"> <li>Job shadow an account representative at a marketing firm</li> <li>Participate in BPA or related UIL events</li> </ul> <p>Business Professionals of America (BPA) is a national co-curricular, career/technical organization for students in middle school, high school, and college business and technology programs.</p> <p>Students compete at the regional, state, and national levels in more than 50 Workplace Skills Assessment Program events, engage in community and leadership service activities, and meet business students across the state and country through participation in our programs.</p>

### 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/Licensures

- Salesforce
- Service Contract Providers



### Example Aligned Occupations

#### Retail Salespersons

Median Wage: \$27,145  
Annual Openings: 59,111  
10-Year Growth: 14%

#### Buyers and Purchasing Agents

Median Wage: \$62,738  
Annual Openings: 4,720  
10-Year Growth: 9%

#### Sales Managers

Median Wage: \$124,521  
Annual Openings: 5,233  
10-Year Growth: 21%

Data Source: Lightcast™. (2022). Occupation Table. Retrieved 9/27/2022.



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

	Course	Prerequisites   Corequisites	Career Clusters
Level 1	<b>Principles of Business, Marketing, and Finance</b> 13011200 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None	
	<b>Digital Media</b> 1302780000 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None	
Level 2	<b>Virtual Business*</b> 13012000 (0.5 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None	
	<b>Sports and Entertainment Marketing</b> 13034600 (0.5 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None	
	<b>Entrepreneurship I</b> (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None	
Level 3	<b>Sports and Entertainment Marketing II</b> N1303422 (0.5 credit)	<b>Prerequisites:</b> Sports and Entertainment Marketing <b>Corequisites:</b> None	
	<b>Social Media Marketing</b> 13034650 (0.5 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None	
Level 4	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](mailto:cte@tea.texas.gov) or visit <https://tea.texas.gov/cte>

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