

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.

CFISD Program of Study: *Marketing and Sales*

Successful completion of the Marketing and Sales program of study will fulfill requirements of the Business and Industry endorsement.

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.



Recommended Course Sequence (credits)(A=advanced)

Students wanting an endorsement in this area must select three (3) or more courses totaling four (4) or more credits with at least one being advanced.

Grade 9	<ul style="list-style-type: none"> Principles of Business, Marketing, and Finance (1) OR Digital Media (1)
Grade 10	<ul style="list-style-type: none"> Sports and Entertainment Marketing I (0.5) AND Virtual Business (0.5) OR Entrepreneurship (1)
Grade 11	<ul style="list-style-type: none"> Sports and Entertainment Marketing II (0.5) (A) AND Social Media Marketing (0.5) (A) OR Practicum in Entrepreneurship I (2) (A)
Grade 12	<ul style="list-style-type: none"> Advanced Marketing (2) (A) OR Practicum in Entrepreneurship I/II (2) (A)

Aligned Industry-Based Certifications Offered in CFISD

(course) (CCMR=impacts “career ready” status as outlined by the TEA Accountability System for College, Career or Military Readiness)

- Adobe Certified Professional in Visual Design Using Photoshop (Digital Media)
- Entrepreneurship and Small Business (Entrepreneurship) (CCMR)
- Real Estate Sales Agent License (Practicum in Entrepreneurship I/II) (CCMR)
- Stukent Social Media Marketing Certification (Social Media Marketing)

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

AVAILABLE TO STUDENTS AT ALL 12 HIGH SCHOOLS!

- Receive training on industry-standard material, software & equipment.
- Enhance your resume by earning recognized industry-based certifications.
- Get a jump-start by taking advantage of core curriculum dual credit, transferable to 2-yr and 4-yr degrees.

ALL AT A FRACTION OF THE COST!



For more information on this and other CTE programs of study offered in CFISD, visit <https://www.cfisd.net/academics/career-technical-education/programs-of-study>

What's next? For more information on related programs available to continue your studies at Lone Star College, visit <https://www.lonestar.edu/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



Example Aligned Occupations

Data Source: Texas Wages, Texas Workforce Commission. rev 3/8/2024

Retail Salespersons

Median Wage: \$60,701
Annual Openings: 13,938
10-Year Growth: 15%

Market Research Analysts

Median Wage: \$64,690
Annual Openings: 6,676
10-Year Growth: 35%

Sales Managers

Median Wage: \$127,559
Annual Openings: 7,702
10-Year Growth: 21%