



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.

Program of Study: *Marketing*

The Marketing 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

9th Grade	Principles of Business, Marketing, and Finance
10th Grade	Choose 2 or more: - Advertising - Social Media Marketing - Sports & Entertainment Marketing - Fashion Marketing
11th Grade	Advanced Marketing
12th Grade	Practicum in Marketing
Optional Electives	- Entrepreneurship - Statistics & Business Decision Making - Career Prep 1

Internship and Practicum Opportunities

Students have the opportunity to gain hands-on experience in a variety of different businesses. There are numerous internships opportunities including the following: **Caterpillar (CAT), Textron, and the Keller Chamber of Commerce.**

Career and Technical Student Organization (CTSO)

DECA

Academic Marketing
Association

FBLA

Future Business
Leaders of America

Career & Technical Student Organizations (CTSOs) are student-led organizations that build leadership, career skills, and real-world experience through competitions, networking, and hands-on learning.

Aligned Industry-Based Certifications

- Microsoft Office Specialist (MOS) Excel Expert
- Microsoft Office Specialist (MOS) Word Expert
- Microsoft Office Specialist (MOS) Access Expert
- Microsoft Office Specialist (MOS) 2016 Master
- Adobe Express Content Creation and Marketing



STUKENT



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



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%

For more information, visit
the KISD Course Guide
<https://tinyurl.com/464uxm25>

