yesprep PUBLIC SCHOOLS

BUSINESS PATHWAY

Launch What's Next

This pathway is for students who want to learn how businesses work and how ideas turn into real products, brands, and services. Students explore marketing, personal finance, business finance, and entrepreneurship through hands-on projects like creating campaigns, analyzing case studies, and developing business ideas. Whether students want to start their own company or work for one, this pathway builds practical skills and confidence for college and careers in business.

WHAT STUDENTS GAIN

- Experiences that help students make informed college and career decisions
- A portfolio of real-world projects that simulate launching, branding, and managing a business
- Opportunity to earn 1-2 industry-recognized certifications and AP college credit
- Practical financial literacy skills that apply to both personal and professional life

CLASSES YOU CAN TAKE

Level I	• **AP Business with Personal Finance**
Level II	• **Digital Design and Media Production**
Level III (Advanced)	• **Social Media Marketing + Advertising***
Level IV (Advanced)	• **Practicum in Entreprenuership***

INDUSTRY-BASED CERTIFICATIONS (IBCS)

Earning an Industry-Based Certifications (IBC) or Certificates means has a student has learn specific skills and passes an exam or requirement that meets professional, industry standards. The IBCs aligned to this pathway are:

*** Content Creation & Marketing Using Adobe Express**
*** Entrepreneurship and Small Business**

CAREER-CONNECTED LEARNING EXPERIENCES

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 business-related clubs or competitions • Participate in the development and launch of a schoolbased enterprise

Texas CTE Career Cluster: Business, Marketing, and Finance

Texas CTE Program of Study: Marketing and Sales

Endorsement: Successful completion of the program of study will fulfill the 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
- Finance

Master's, Doctoral, and Professional Degrees
- Business Administration
- Applied Economics
- Business Analytics

Additional Stackable IBCs/License
Salesforce • Service Contract Providers

- **University of Houston –** Bachelor of Business Administration in Marketing
- **Texas State University** - Bachelor of Business Administration in Finance
- **Sam Houston State University -** Bachelor of Business Administration in Entrepreneurship

EXAMPLE CAREERS

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

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

Sales Representatives of Services
Median Wage: $60,701
Annual Openings: 13,938
10-Year Growth: 15%

General and Operations Managers
Median Wage: $96,046
Annual Openings: 44,419
10-Year Growth: 23%

Chief Executives
Median Wage: $160,586
Annual Openings: 476
10-Year Growth: 3%

Personal Financial Advisors
Median Wage: $81,658
Annual Openings: 2,522
10-Year Growth: 21%

Data Source: TexasWages, Texas Workforce Commission. Retrieved 1/25/2026

COURSE DESCRIPTIONS

COURSE	DESCRIPTION	PREREQUISITES
AP Business in Personal Finance (1 credit)	This is an introductory, college-level business and personal finance course. Students explore business disciplines of entreprenuership, marketing, finance, accounting, and management through real-world business application, case studies, and project-based leaening. • **Big idea:** Smart business decisions—and smart money decisions—are built on strategy, data, and long-term thinking.	none (AP Business and DDMP can be taken in either order)
Digital Design and Media Production J9018 (1 credit)	This course teaches students how to use digital tools to communicate ideas, promote brands, and support real-world business and marketing goals. Through hands-on, project-based learning, students create visual graphics, videos, and websites that mirror how businesses, entrepreneurs, and organizations connect with audiences today. Using accessible tools like Canva and Adobe Express, students build practical design and media skills while applying them to authentic contexts such as branding, advertising, and digital campaigns. • **Big Idea:** Digital storytelling is a powerful tool for driving business success.	none (AP Business and DDMP can be taken in either order)
Social Media Marketing (.5 credit) **+ Advertising** (.5 credit) *Honors GPA Weight*	This course combination teaches students how brands build audiences and influence decisions in today's digital world. Students learn how businesses identify target markets, create persuasive messages, and use social media platforms to promote products and services. Through hands-on projects, students design marketing campaigns, create branded content, analyze engagement data, and evaluate the effectiveness of advertising strategies. • **Big idea**: Effective marketing blends creativity, strategy, and data. • **IBC:** Content Creation & Marketing Using Adobe Express	AP Business with Personal Finance Digital Design and Media Production
Practicum in Entrepreneurship (2 credits) *Honors GPA Weight*	In this culminating course, students apply what they've learned about marketing, finance, and operations to develop and manage a real business concept. Through extended projects, students plan, launch, revise, and evaluate their work—creating deliverables such as business plans, branding strategies, financial projections, and investor-style presentations. The course mirrors real entrepreneurial work and emphasizes professional skills like communication, collaboration, time management, and problem-solving. • **Big idea**: Entrepreneurs turn ideas into action. • **IBC:** Entrepreneurship and Small Business	AP Business with Personal Finance Digital Design and Media Production Social Media Marketing + Advertising

PLAN YOUR PATH

	8th Grade	9th Grade	10th Grade	11th Grade	12th Grade
Example 1	Algebra I	**AP Business in Personal Finance**	**Digital Design and Media Production**	**Social Media Marketing + Advertising**	**Practicum in Entrepreneurship**
Example 2		Algebra I	**AP Business in Personal Finance AND Digital Design and Media Production**	**Social Media Marketing + Advertising**	**Practicum in Entrepreneurship**

Taking Algebra I in 8th grade opens elective space in 9th grade, letting students begin their pathway earlier.

More Than One Way To Engage Students can take 1–2 courses to explore the pathway or go deeper by committing to a 2-4 year sequence and earning a distinction.

EARN CTE DISTINCTIONS

CONCENTRATOR

Earn at least 2 credits from 2+ courses in this pathway

ENDORSEMENT ("CTE COMPLETER")

Earn at least 4 total credits in the pathway by taking
- 3+ pathway courses
- 1+ advanced course

CAREER-READY GRADUATE

Earn:
- CTE Completer status (Endorsement)
- an IBC