

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.

Marketing & Sales (Academy) Statewide Program of Study



Career & Technical Education

The Marketing and Sales program of study teaches CTE learners how to collect information to determine potential sales of a product or service and/or create a marketing campaign to market or distribute goods and services. Through this program of study, students will learn the skills necessary to understand and apply data on customer demographics, preferences, needs, and buying habits.

Secondary Courses for High School Credit

9th Grade

- Principles of Business, Marketing, and Finance

10th Grade

- Marketing

and

- Sports Marketing (Fall)
- Social Media Marketing (Spring)

11th Grade

- Advanced Marketing (AAC)

12th Grade

- Practicum in Marketing

Work-Based Learning and Expanded Learning Opportunities

Exploration Activities

- Participate in DECA

Work-Based Learning Activities

- Intern with a local marketing firm
- Shadow a real estate agent
- Operate a school store on campus

Postsecondary Opportunities

Associates Degrees

- Marketing/ Marketing Management, General
- Consumer Merchandising/ Retailing Management
- International Marketing
- Business

Bachelor's Degrees

- Marketing/ Marketing Management, General
- Business Administration
- Applied Economics
- Marketing Research

Master's, Doctoral, and Professional Degrees

- Marketing
- Business Administration
- Applied Economics
- Advertising

Industry-Based Certifications

- Microsoft Office Specialist: Word Expert
- Microsoft Office Specialist: Excel Expert



Aligned Occupations

Occupations	Median Wage	Annual Openings	% Growth
Marketing Research Analysts and Marketing Specialists	\$70,346	4,664	40%
Insurance Sales Agent	\$43,181	5,886	30%
First-Line Supervisors of Retail Sales Workers	\$72,550	2,826	15%
Wholesale and Retail Buyers	\$51,106	1,229	19%