



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.

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

- Level 1**
 - Principles of Business, Marketing, and Finance
 - Digital Media

- Level 2**
 - Marketing
 - Sports and Entertainment Marketing
 - Fashion Marketing
 - Virtual Business
 - Digital Design and Media Production
 - Entrepreneurship I

- Level 3**
 - Introduction to Event and Meeting Planning
 - Sports and Entertainment Marketing II
 - Advertising
 - Social Media Marketing
 - Insurance Operations
 - Retail Management

- Level 4**
 - Advanced Marketing
 - Statistics and Business Decision Making
 - Practicum in Marketing
 - Practicum in Marketing + Extended Practicum in Marketing
 - Practicum in Entrepreneurship
 - Career Preparation for Programs of Study
 - Career Preparation for Programs of Study + Extended Career Preparation

Aligned Advanced Academic Courses

AP or IB	AP Statistics
Dual Credit	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

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

Aligned Industry-Based Certifications

- Business of Retail: Certified Specialist
- Certified Insurance Service Representative
- Customer Service and Sales: Certified Specialist
- Entrepreneurship and Small Business
- Facebook Digital Marketing Associate Certification
- Retail Merchandising - Job Ready
- Student Social Media Marketing Certification

Successful completion of the Marketing and Sales 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/Licensures

- 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%

Data Source: TexasWages, Texas Workforce Commission. Retrieved 3/8/2024.

For more information visit:



<https://tea.texas.gov/academics/college-career-and-military-prep/career-and-technical-education/programs-of-study-additional-resources>



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Course Information





Level 1

Course	Prerequisites Corequisites	Career Clusters
Principles of Business, Marketing, and Finance* 13011200 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites : None	 
Digital Media 13027800 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites : None	  

Level 2

Course	Prerequisites Corequisites	Career Clusters
Marketing N1303424 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites : Principles of Business, Marketing and Finance Recommended Corequisites : None	
Sports and Entertainment Marketing* 13034600 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance Recommended Corequisites : None	 
Fashion Marketing 13034300 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance Recommended Corequisites : None	
Virtual Business* 13012000 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Touch System Data Entry Recommended Corequisites : None	
Digital Design and Media Production* 03580400 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites : None	 
Entrepreneurship I* 13011101 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing and Finance Recommended Corequisites : None	 

Level 3

Course	Prerequisites Corequisites	Career Clusters
Introduction to Event and Meeting Planning* N1302269 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Hospitality and Tourism, Hotel management and/or Travel and Tourism Management Recommended Corequisites : None	 
Sports and Entertainment Marketing II N1303422 (0.5 credit)	Prerequisites: Sports and Entertainment Marketing Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance Recommended Corequisites : None	
Advertising* 13034200 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance Recommended Corequisites : None	

* Indicates course is included in more than one program of study.

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For additional information on the **Business, Marketing, and Finance** career cluster, contact cte@tea.texas.gov or visit <https://tea.texas.gov/cte>



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Course Information

Level 3

Course	Prerequisites Corequisites	Career Clusters
Social Media Marketing 13034650 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance Recommended Corequisites: None	
Insurance Operations* 13016500 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance Recommended Corequisites: None	
Retail Management* N1303420 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance Recommended Corequisites: None	

Level 4

Course	Prerequisites Corequisites	Career Clusters
Advanced Marketing 13034700 (2 credits)	Prerequisites: One credit from the courses in the Marketing Career Cluster Corequisites: None Recommended Prerequisites: Practicum in Marketing Recommended Corequisites: None	
Statistics and Business Decision Making* 13016900 (1 credit)	Prerequisites: Algebra II Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Practicum in Marketing* First Time Taken: 13034800 (2 credits) Second Time Taken: 13034810 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance Recommended Corequisites: None	
Practicum in Marketing + Extended Practicum in Marketing* First Time Taken: 13034805 (3 credits) Second Time Taken: 13034815 (3 credits)	Prerequisites: None Corequisites: Practicum in Marketing Recommended Prerequisites: Principles of Business, Marketing, and Finance Recommended Corequisites: None	

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Course Information

Level 4

Course	Prerequisites Corequisites	Career Clusters
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Practicum in Entrepreneurship*
First Time Taken:
 13011111 (2 credits)

Prerequisites: None
Corequisites: None
Recommended Prerequisites: Entrepreneurship I and Entrepreneurship II or successful completion of at least two courses in a career and technical education (CTE) program of study
Recommended Corequisites: None



Career Preparation for Programs of Study*
First Time Taken:
 12701121 (2 credits)

Prerequisites: at least one Level 2 or higher Career and Technical Education course
Corequisites: None
Recommended Prerequisites: None
Recommended Corequisites: None



Career Preparation for Programs of Study + Extended Career Preparation*
First Time Taken:
 12701141 (3 credits)

Prerequisites: at least one Level 2 or higher Career and Technical Education course
Corequisites: None
Recommended Prerequisites: None
Recommended Corequisites: None



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