

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.

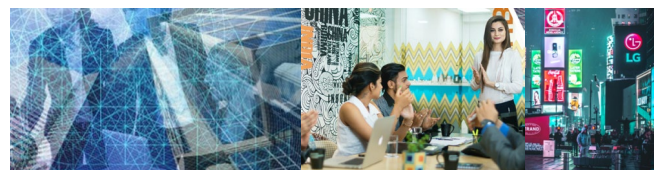
Statewide Program of Study: *Marketing and Sales*

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

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|----------------|--|
| Level 1 | <ul style="list-style-type: none"> Principles of Business, Marketing, and Finance Digital Media |
| Level 2 | <ul style="list-style-type: none"> Marketing Sports and Entertainment Marketing Fashion Marketing Virtual Business Digital Design and Media Production Entrepreneurship I |
| Level 3 | <ul style="list-style-type: none"> Event and Meeting Planning Fundamentals of Real Estate Sports and Entertainment Marketing II Advertising Social Media Marketing Insurance Operations Retail Management |
| Level 4 | <ul style="list-style-type: none"> Advanced Marketing Statistics and Business Decision Making Practicum in Marketing Practicum in Marketing + Extended Practicum in Marketing Practicum in Entrepreneurship Practicum in Entrepreneurship + Extended Practicum in Entrepreneurship Career Preparation for Programs of Study Career Preparation for Programs of Study + Extended Career Preparation |



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

Sales Representatives of Services

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%

Work-Based Learning and Expanded Learning Opportunities

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

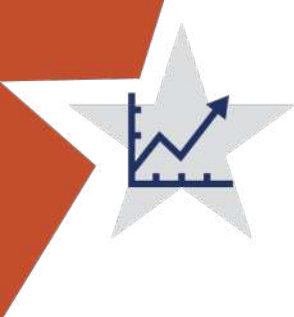
- Job shadow an account representative at a marketing firm
- Participate in BPA, DECA, FBLA, Young Billionaires Club, or related UIL events

Aligned Industry-Based Certifications

- | | |
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| <ul style="list-style-type: none"> Business of Retail: Certified Specialist Certified Insurance Service Representative Content Creation & Marketing Using Adobe Express Customer Service and Sales: Certified Specialist Entrepreneurship and Small Business General Lines - Life, Accident, Health and HMO License Public Insurance Adjuster License Life Only Agent | <ul style="list-style-type: none"> Limited Lines License Managing General Agent Meta Certified Digital Marketing Associate Online Marketing Certified Associate (OMCA) Personal Lines Property and Casualty Agent Real Estate Sales Agent License Retail Merchandising - Job Ready Surplus Lines License Texas Property and Casualty License |
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Successful completion of the Marketing and Sales program of study will fulfill requirements of the Business and Industry endorsement.





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Course Information

Level 1

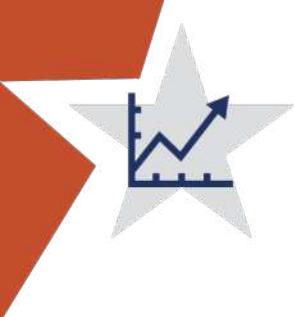
Course	Prerequisites Corequisites	Career Clusters
Principles of Business, Marketing, and Finance* 13011200 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	 
Digital Media* 13027800 (1 credit)	Prerequisites: None Corequisites: None Recommended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

Level 2

Course	Prerequisites Corequisites	Career Clusters
Marketing* 13011131 (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	         

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

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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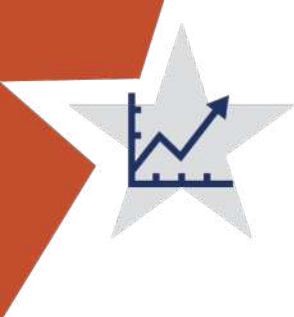
Course Information

Level 3

Course	Prerequisites Corequisites	Career Clusters
Event and Meeting Planning 13022730 (1 credit)	Prerequisites: At least one credit in a course from the Hospitality and Tourism career cluster Corequisites: None Recommended Prerequisites: Principles of Hospitality and Tourism, Hotel management, or Travel and Tourism Management Recommended Corequisites: None	 
Fundamentals of Real Estate* N1301120 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: None 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	
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* 13011133 (1 credit)	Prerequisites: At least one credit in a course from the Business, Marketing, and Finance career cluster Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance Recommended Corequisites: None	

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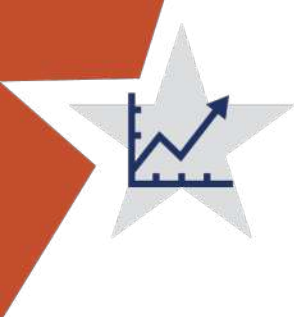
Level 4

Course	Prerequisites Corequisites	Career Clusters
Advanced Marketing 13034700 (2 credits)	Prerequisites: One credit from the courses in the Business, Marketing, and Finance 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: None Recommended Prerequisites: Principles of Business, Marketing, and Finance Recommended Corequisites: None	
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 CTE program of study Recommended Corequisites: None	
Practicum in Entrepreneurship + Extended Practicum in Entrepreneurship* First Time Taken: 13011121 (3 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Entrepreneurship I and Entrepreneurship II, or successful completion of at least two courses in a CTE program of study Recommended Corequisites: None	

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Level 4

Course	Prerequisites Corequisites	Career Clusters
Career Preparation for Programs of Study* First Time Taken: 12701121 (2 credits)	Prerequisites: At least one Level 2 or higher CTE 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 CTE course Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	

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