

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: *Real Estate*

The Real Estate program of study focuses on occupational and educational opportunities associated with financing, selling, and contracting real estate. This program of study includes management, economics, marketing, and financial principles of real estate evaluation. It also addresses commercial real estate including lending, developing, brokering, and financing.

Secondary Courses for High School Credit

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|----------------|---|
| Level 1 | <ul style="list-style-type: none"> Principles of Business, Marketing, and Finance Professional Communications |
| Level 2 | <ul style="list-style-type: none"> Interior Design I Entrepreneurship I Business Law Financial Mathematics Marketing |
| Level 3 | <ul style="list-style-type: none"> Fundamentals of Real Estate Insurance Operations Financial Analysis |
| Level 4 | <ul style="list-style-type: none"> Commercial Lending and Real Estate (TBD) Practicum in Business Management Practicum in Business Management + Extended Practicum in Business Management 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 |

Work-Based Learning and Expanded Learning Opportunities

Work-Based Learning Activities

- Intern with a local real estate company or commercial realtor
- Job shadow a property manager or local realtor
- Conduct informational interviews with employees at a real estate investment company

Expanded Learning Opportunities

- Participate in BPA, DECA, FBLA, Young Billionaires Club, or UIL-related events
- Explore student membership in related professional organizations

Aligned Industry-Based Certifications

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| <ul style="list-style-type: none"> Content Creation & Marketing Using Adobe Express Customer Service and Sales: Certified Specialist General Lines - Life, Accident, Health and HMO License Public Insurance Adjuster License Life Only Agent Limited Lines License | <ul style="list-style-type: none"> Managing General Agent Meta Certified Digital Marketing Associate Online Marketing Certified Associate (OMCA) Personal Lines Property and Casualty Agent Real Estate Sales Agent License Surplus Lines License Texas Property and Casualty License |
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Example Postsecondary Opportunities

Associate Degrees

- Business Administration and Management
- Real Estate

Bachelor's Degrees

- Business Administration and Management
- Real Estate

Master's, Doctoral, and Professional Degrees

- Business Administration and Management
- Parks, Recreation, and Leisure Facilities Management

Additional Stackable IBCs/License

- Real Estate Broker



Example Aligned Occupations

Real Estate Sales Agents

Median Wage: \$48,450
Annual Openings: 6,901
10-Year Growth: 15%

Property, Real Estate, and Community Association Managers

Median Wage: \$61,234
Annual Openings: 4,450
10-Year Growth: 15%

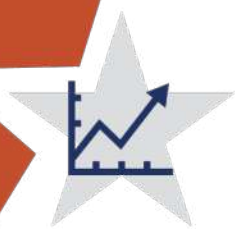
Title Examiners, Abstractors, and Searchers

Median Wage: \$51,030
Annual Openings: 799
10-Year Growth: 12%

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/bmf-real-estate-extended.pdf>



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Statewide Program of Study: *Real Estate*

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	 
Professional Communications 13009900 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	   

Level 2

Course	Prerequisites Corequisites	Career Clusters
Interior Design I 13004300 (1 credit)	Prerequisites: Algebra I and English I Corequisites: None Recommended Prerequisites: Principles of Architecture and Principles of Construction, or Architectural Design I Recommended Corequisites: None	 
Entrepreneurship I* 13011101 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing and Finance Recommended Corequisites: None	         
Business Law* 13011700 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	 
Financial Mathematics* 13018000 (1 credit)	Prerequisites: Algebra I Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Marketing* 13011131 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing and Finance Recommended Corequisites: None	

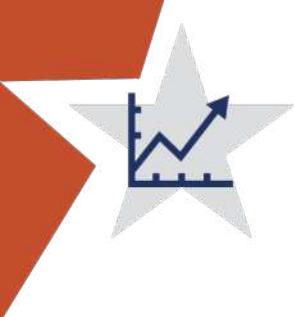
Level 3

Course	Prerequisites Corequisites	Career Clusters
Fundamentals of Real Estate* N1301120 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	

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* 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
Insurance Operations* 13016500 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance Recommended Corequisites: None	
Financial Analysis* 13016800 (1 credit)	Prerequisites: Accounting I Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	

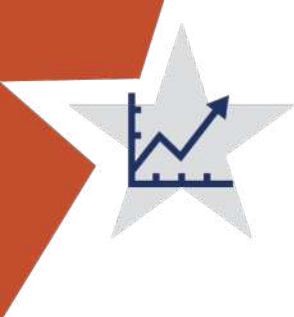
Level 4

Course	Prerequisites Corequisites	Career Clusters
Commercial Lending and Real Estate TBD (TBD Credit)	Prerequisites: TBD Corequisites: TBD Recommended Prerequisites: TBD Recommended Corequisites: TBD	
Practicum in Business Management* First Time Taken: 13012200 (2 credits) Second Time Taken: 13012210 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Touch System Data Entry and Business Management, or Business Communication and Technologies Recommended Corequisites: None	
Practicum in Business Management + Extended Practicum in Business Management* First Time Taken: 13012205 (3 credits) Second Time Taken: 13012215 (3 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Touch System Data Entry and Business Management, or Business Communication and Technologies 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	

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Course Information

Level 4	Course	Prerequisites Corequisites	Career Clusters
	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	
	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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