

# 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.

## Regional Program of Study: *Retail Management*

### Approved in ESC Regions 4, 19, and 20

*\* The list of approved ESC regions is updated every school year. Be sure to check the CTE regional program of study website for updates.*

The Retail Management regional program of study focuses on occupational and educational opportunities associated with driving sales through innovative approaches and strategic planning. It includes product development, customer intercepts, package engineering, and organizational development. This program of study also addresses human resources, advertising, social media, logistics, and employee relationships.

## Secondary Courses for High School Credit

- |                |  |
|----------------|--|
| <b>Level 1</b> | <ul style="list-style-type: none"> <li>Principles of Business, Marketing, and Finance</li> </ul>   |
| <b>Level 2</b> | <ul style="list-style-type: none"> <li>Foundations of User Experience</li> </ul>   |
| <b>Level 3</b> | <ul style="list-style-type: none"> <li>Retail Management</li> <li>Human Resources Management</li> <li>Advertising</li> </ul>   |
| <b>Level 4</b> | <ul style="list-style-type: none"> <li>Practicum in Business Management</li> <li>Practicum in Business Management + Extended Practicum in Business Management</li> <li>Career Preparation for Programs of Study</li> <li>Career Preparation for Programs of Study + Extended Career Preparation</li> </ul> |



## Example Postsecondary Opportunities

### Associate Degrees

- Retail Management
- Purchasing Management

### Bachelor's Degrees

- Logistics, Materials, and Supply Chain Management
- Retail Management

### Master's, Doctoral, and Professional Degrees

- Logistics and Supply Chain Management
- Purchasing Management

### Additional Stackable IBCs/License

- Certified Retail Management Expert

## Work-Based Learning and Expanded Learning Opportunities

### Work-Based Learning Activities

- Intern with a purchasing manager at a retail company
- Intern as a retail buyer for a local business or corporation
- Shadow a visual merchandiser for a retail chain

### Expanded Learning Opportunities

- Conduct an informational interview with an account representative at a marketing firm
- Participate in BPA, DECA, FBLA, Young Billionaires Club, or UIL-related events

## Aligned Industry-Based Certifications

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>Associate Professional in Human Resources (aPHR)</li> <li>Business of Retail: Certified Specialist</li> <li>Content Creation &amp; Marketing Using Adobe Express</li> <li>Customer Service and Sales: Certified Specialist</li> </ul> | <ul style="list-style-type: none"> <li>Entrepreneurship and Small Business</li> <li>Meta Certified Digital Marketing Associate</li> <li>Online Marketing Certified Associate (OMCA)</li> <li>Retail Merchandising - Job Ready</li> </ul> |
|--|--|

## Example Aligned Occupations

### First-Line Supervisors of Retail Sales Workers

Median Wage: \$43,412  
Annual Openings: 15,143  
10-Year Growth: 8%

### Buyers and Purchasing Agents

Median Wage: \$66,951  
Annual Openings: 4,232  
10-Year Growth: 7%

### Purchasing Managers

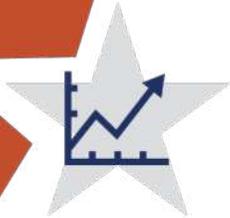
Median Wage: \$128,962  
Annual Openings: 693  
10-Year Growth: 20%

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-retail-management-extended.pdf>



# Business, Marketing, and Finance Career Cluster

## Regional Program of Study: *Retail Management*

### Course Information

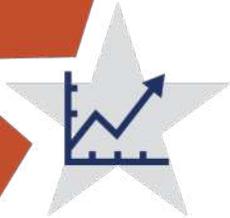
	Course	Prerequisites   Corequisites	Career Clusters
Level 1	<b>Principles of Business, Marketing, and Finance*</b> 13011200 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	 
	<b>Foundations of User Experience*</b> 13027525 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	  
Level 2	<b>Retail Management*</b> 13011133 (1 credit)	<b>Prerequisites:</b> At least one credit in a course from the Business, Marketing, and Finance career cluster <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Principles of Business, Marketing, and Finance <b>Recommended Corequisites:</b> None	
	<b>Human Resources Management*</b> 13011900 (0.5 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	
	<b>Advertising*</b> 13034200 (0.5 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Principles of Business, Marketing, and Finance <b>Recommended Corequisites:</b> None	
Level 3			

\* 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](mailto:cte@tea.texas.gov) or visit <https://tea.texas.gov/cte>



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## Regional Program of Study: *Retail Management*

### Course Information

Level 4

Course	Prerequisites   Corequisites	Career Clusters
<b>Practicum in Business Management*</b> First Time Taken: 13012200 (2 credits) Second Time Taken: 13012210 (2 credits)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Touch System Data Entry and Business Management, or Business Communication and Technologies <b>Recommended Corequisites:</b> None	
<b>Practicum in Business Management + Extended Practicum in Business Management*</b> First Time Taken: 13012205 (3 credits) Second Time Taken: 13012215 (3 credits)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Touch System Data Entry and Business Management, or Business Communication and Technologies <b>Recommended Corequisites:</b> None	
<b>Career Preparation for Programs of Study*</b> First Time Taken: 12701121 (2 credits)	<b>Prerequisites:</b> At least one Level 2 or higher CTE course <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	
<b>Career Preparation for Programs of Study + Extended Career Preparation*</b> First Time Taken: 12701141 (3 credits)	<b>Prerequisites:</b> At least one Level 2 or higher CTE course <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	

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