



Principles of Business, Marketing, and Finance

Level 1

Fashion Marketing
Sports and Entertainment Marketing
Virtual Business Marketing

Level 2

Social Media Marketing Advertising
Retail Management
Sports and Entertainment Marketing II
Statistics and Business Decision Making
Fundamentals of Real Estate

Level 3

Advanced Marketing Practicum in Marketing
Practicum in Entrepreneurship (TBD)
Career Preparation I

Level 4


HIGH SCHOOL/INDUSTRY CERTIFICATION	CERTIFICATE / LICENSE*	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/ DOCTORAL PROFESSIONAL DEGREE
Microsoft Office Specialist or Expert - Excel	Certified Product Manager	Marketing/ Marketing Management, General	Marketing/ Marketing Management, General	Marketing
Microsoft Office Specialist or Expert - Word	DMA Certified Marketing Professional	Consumer Merchandising/ Retailing Management	Business Administration	Business Administration
Google Analytics Individual Qualification	Certified Salesperson	International Marketing	Applied Economics	Applied Economics
Entrepreneurship and Small Business	Real Estate Appraiser	Business	Marketing Research	Advertising

Occupations	Median Wage	Annual Openings	% Growth
Marketing Research Analysts and Marketing Specialists	\$70,346	4,664	40%
Insurance Sales Agents	\$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%

Additional industry-based certification information is available on the TEA CTE website. For more information on postsecondary options for this program of study, visit TXCTE.org.

WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES	
Exploration Activities: Business Professionals of America (BPA), Future Business Leaders of America (FBLA), and DECA	Work Based Learning Activities: Internship with local marketing firm; shadow a real estate agent; operate a school store on campus

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.

 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.

Successful completion of the Marketing and Sales program of study will fulfill requirements of the Business and Industry Endorsement. Revised - July 2020



COURSE INFORMATION

COURSE NAME	SERVICE ID	PREREQUISITS (PREQ) COREQUISITES (CREQ)	Grade
Principles of Business, Marketing, and Finance	13011200 (1 credit)	None	9-11
Fashion Marketing	13034300 (.5 credit)	None	9-12
Sports and Entertainment Marketing	13034600 (.5 credit)	None	9-12
Virtual Business	13012000 (.5 credit)	None	10-12
Marketing	N1303424 (1 credit)	None	10-12
Social Media Marketing	13034650 (.5 credit)	None	9-12
Advertising	13034200 (.5 credit)	None	9-12
Retail Management	N1303420 (1 credit)	None	10-12
Sports and Entertainment Marketing II	N1303422 (.5 credit)	PREQ: Sports and Entertainment Marketing	10-12
Statistics and Business Decision Making	13016900 (1 credit)	PREQ: Algebra II	11-12
Fundamentals of Real Estate	N1301120 (2 credits)	None	11-12
Advanced Marketing	13034700 (2 credits)	PREQ: One credit from the courses in the Marketing Career Cluster	11-12
Practicum in Marketing	13034800 (2 credits) 13034805 (3 credits) 13034810 (2 credits) 13034815 (3 credits)	None	11-12
Practicum in Entrepreneurship	TBD	TBD	TBD
Career Preparation I	12701300 (2 credits) 12701305 (3 credits)	None	11-12

FOR ADDITIONAL INFORMATION ON THE BUSINESS, MARKETING, AND FINANCE CAREER CLUSTER, PLEASE CONTACT:

Dale Fowler | Dale.Fowler@tea.texas.gov

<https://tea.texas.gov/cte>