



Level 1	Principles of Business, Marketing, and Finance
Level 2	Foundations of User Experience (UX)
Level 3	Retail Management I Human Resources Management Advertising
Level 4	Practicum in Business Management Career Preparation I Practicum in Entrepreneurship

HIGH SCHOOL/INDUSTRY CERTIFICATION	CERTIFICATE/LICENSE*	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/DOCTORAL PROFESSIONAL DEGREE
Certified Associate in Project Management (CAPM)	Certificate in Retail Management	Business Management	BS in Retail Management	BS in Retail Management
Entrepreneurship and Small Business (ESB)	Retailing Certificate	Retailing	BS in Retailing	BS in Retailing
Google Analytics Individual Qualification (GAIQ)	Certified Management Accountant	Retail Management	Business/Commerce	Business/Commerce
Google Cloud Certified Professional - Cloud Architect	Certified Project Consultant		Business Management and Administration	Business Management and Administration
Google Cloud Certified Professional - G Suite Microsoft Office Specialist Word	Accredited Management Consultant		Management Science	Management Science

Occupations	Median Wage	Annual Openings	% Growth
Wholesale and Retail Buyers, Except Farm Products	\$51,106	1,299	19%
Purchasing Agents, Except Wholesale, Retail, and Farm Products	\$64,293	2,727	9%
First-Line Supervisors of Retail Sales Workers	\$40,061	12,757	17%
Retail Salespersons	\$22,402	65,675	18%

WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES	
Exploration Activities:	Work Based Learning Activities:
Business Professionals of America (BPA), Future Business Leaders of America (FBLA), and DECA	Internship with local business or chamber of commerce

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.

The Retail Management regional program of study teaches CTE learners how to drive sales through innovative programming and strategic planning. This program of study will allow students to explore the world of retail management through a variety of components including product development, customer intercepts, package engineering, and organizational development. Retail Management also provides learning on aspects of human resources, advertising, social media, logistics, professionalism, and employee relationships. Through this regional program of study, students will learn the skills necessary to successfully apply their knowledge and skills in a real-world retail management environment.



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 Retail Management regional program of study will fulfill requirements of the Business and Industry Endorsement. See the regions approved to offer this program of study at <https://tea.texas.gov/academics/college-career-and-military-prep/career-and-technical-education/regional-programs-of-study>. Revised - July 2020.



COURSE INFORMATION

COURSE NAME	SERVICE ID	PREREQUISITES (PREQ) COREQUISITES (CREQ)	Grade
Principles of Business, Marketing, and Finance	13011200 (1 credit)	None	9-11
Retail Management	N1303420 (1 credit)	None	10-12
Advertising	13034200 (.5 credit)	None	9-12
Human Resources Management	13011900 (.5 credit)	None	11-12
Foundations in User Experience	N1302809 (1 credit)	None	10-12
Practicum in Business Management	13012200 (2 credits) 13012205 (3 credits) 13012210 (2 credits) 13012215 (3 credits)	None	11-12
Practicum in Entrepreneurship	N1303425 (2 credits)	None	11-12
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:

CTE@tea.texas.gov

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

(District) offers career and technical education programs in (types of programs offered). Admission to these programs is based on (admission standards). It is the policy of (District) not to discriminate on the basis of race, color, national origin, sex or handicap in its vocational programs, services or activities as required by Title VI of the Civil Rights Act of 1964, as amended; Title IX of the Education Amendments of 1972; and Section 504 of the Rehabilitation Act of 1973, as amended. It is the policy of (District) not to discriminate on the basis of race, color, national origin, sex, handicap, or age in its employment practices as required by Title VI of the Civil Rights Act of 1964, as amended; Title IX of the Education Amendments of 1972; the Age Discrimination Act of 1975, as amended; and Section 504 of the Rehabilitation Act of 1973, as amended. (District) will take steps to assure that lack of English language skills will not be a barrier to admission and participation in all educational and vocational programs. For information about your rights or grievance procedures, contact the Title IX Coordinator at (physical address of Coordinator) (email address of Title IX Coordinator), (phone number of Title IX Coordinator), and the Section 504 Coordinator at (physical address of Coordinator), (email address of Section 504 Coordinator), (phone number of Section 504 Coordinator)