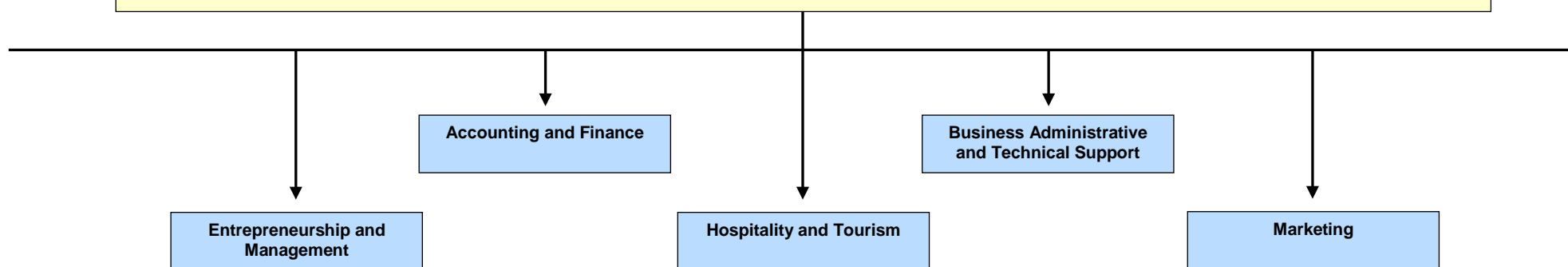



## High School to College and Career Pathway: Secondary Career and Technical Education

### Business and Marketing Education Pathways



Pathway: Accounting and Finance			
<b>Foundation Courses:</b> (1.00 credit required) Accounting 1 – .50 Accounting 2 – .50 Advanced Accounting – 1.00	<b>Elective Courses:</b> (2.00 credits required) <ul style="list-style-type: none"> <li><input type="checkbox"/> Business Communication 1 – .50</li> <li><input type="checkbox"/> Business Communication 2 – .50</li> <li><input type="checkbox"/> Business Law – .50</li> <li><input type="checkbox"/> Business Management – .50</li> <li><input type="checkbox"/> Business Mathematics and Personal Finance – 1.00</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Computer Technology 2 – .50</li> <li><input type="checkbox"/> Economics – .50</li> <li><input type="checkbox"/> Exploring Business and Marketing – .50</li> <li><input type="checkbox"/> Real Estate – .50</li> <li><input type="checkbox"/> Retailing – .50</li> <li><input type="checkbox"/> Workplace Skills – .50</li> </ul>	
<b>3.00 credits required for completion</b>			

Pathway: Business Administrative and Technical Support			
<b>Foundation Courses:</b> (1.00 credit required) <b>Choose two of the following courses:</b> Business Communication 1 – .50 Computer Technology 2 – .50 Digital Business Applications – .50 Digital Marketing – .50	<b>Elective Courses:</b> (2.00 credits required) <ul style="list-style-type: none"> <li><input type="checkbox"/> A+ (Computer Maintenance) – 1.00</li> <li><input type="checkbox"/> Accounting 1 – .50</li> <li><input type="checkbox"/> Business Communication 2 – .50</li> <li><input type="checkbox"/> Business Management – .50</li> <li><input type="checkbox"/> Business Web Page Design – .50</li> <li><input type="checkbox"/> Business Web Page Design, Adv. – .50</li> <li><input type="checkbox"/> Computer Science Principles – 1.00</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Customer Service – .50</li> <li><input type="checkbox"/> Desktop Publishing 1 – .50</li> <li><input type="checkbox"/> Desktop Publishing 2 – .50</li> <li><input type="checkbox"/> Digital Media 1 – 1.00</li> <li><input type="checkbox"/> Exploring Business and Marketing – .50</li> <li><input type="checkbox"/> Web Development 1 – 1.00</li> <li><input type="checkbox"/> Word Processing – .50</li> <li><input type="checkbox"/> Workplace Skills – .50</li> </ul>	
<b>3.00 credits required for completion</b>			

Pathway: Entrepreneurship and Management			
<b>Foundation Courses:</b> (1.00 credit required) <b>Choose two of the following courses:</b> Business Law – .50 Business Management – .50 Entrepreneurship – .50	<b>Elective Courses:</b> (2.00 credits required) <ul style="list-style-type: none"> <li><input type="checkbox"/> Accounting 1 – .50</li> <li><input type="checkbox"/> Business Communication 1 – .50</li> <li><input type="checkbox"/> Business Communication 2 – .50</li> <li><input type="checkbox"/> Business Mathematics and Personal Finance – 1.00</li> <li><input type="checkbox"/> Business Web Page Design – .50</li> <li><input type="checkbox"/> Business Web Page Design, Adv. – .50</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Customer Service – .50</li> <li><input type="checkbox"/> Digital Business Applications – .50</li> <li><input type="checkbox"/> Economics – .50</li> <li><input type="checkbox"/> Exploring Business and Marketing – .50</li> <li><input type="checkbox"/> Leadership Principles – .50</li> <li><input type="checkbox"/> Marketing 1 – .50</li> <li><input type="checkbox"/> Sports and Entertainment Marketing – .50</li> <li><input type="checkbox"/> Workplace Skills – .50</li> </ul>	
<b>3.00 credits required for completion</b>			

Pathway: Hospitality and Tourism			
<b>Foundation Courses:</b> (1.00 credit required) Marketing 1 – .50 Travel and Hospitality – .50	<b>Elective Courses:</b> (2.00 credits required) <ul style="list-style-type: none"> <li><input type="checkbox"/> Accounting 1 – .50</li> <li><input type="checkbox"/> Business Communication 1 – .50</li> <li><input type="checkbox"/> Business Management – .50</li> <li><input type="checkbox"/> Customer Service – .50</li> <li><input type="checkbox"/> Digital Marketing – .50</li> <li><input type="checkbox"/> Entrepreneurship – .50</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Food Service/Culinary Arts – 1.00</li> <li><input type="checkbox"/> Lodging and Recreation – .50</li> <li><input type="checkbox"/> ProStart 1 – 1.00</li> <li><input type="checkbox"/> ProStart 2 – 1.00</li> <li><input type="checkbox"/> Retailing – .50</li> <li><input type="checkbox"/> Sports and Entertainment Marketing – .50</li> <li><input type="checkbox"/> Workplace Skills – .50</li> </ul>	
<b>3.00 credits required for completion</b>			

Pathway: Marketing			
<b>Foundation Courses:</b> (1.00 credit required) <b>Choose two of the following courses:</b> Digital Marketing – .50 Marketing 1 – .50 Marketing 2 – .50	<b>Elective Courses:</b> (2.00 credits required) <ul style="list-style-type: none"> <li><input type="checkbox"/> Accounting 1 – .50</li> <li><input type="checkbox"/> Accounting 2 – .50</li> <li><input type="checkbox"/> Business Management – .50</li> <li><input type="checkbox"/> Customer Service – .50</li> <li><input type="checkbox"/> Economics – 1.00</li> <li><input type="checkbox"/> Exploring Business and Marketing – 1.00</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Fashion Design Merchandising – .50</li> <li><input type="checkbox"/> Leadership Principles – .50</li> <li><input type="checkbox"/> Real Estate – .50</li> <li><input type="checkbox"/> Retailing – .50</li> <li><input type="checkbox"/> Sports and Entertainment Marketing – .50</li> <li><input type="checkbox"/> Travel and Hospitality – .50</li> <li><input type="checkbox"/> Workplace Skills – .50</li> </ul>	
<b>3.00 credits required for completion</b>			

> Foundation courses taken beyond the required credits can be used as elective credit.  
 > Core curriculum and elective requirements may vary district to district.  
 > Many CTE courses may qualify for concurrent enrollment credit, which in some cases may earn up to 1.00 credit toward Pathway completion. Talk to your school counselor about availability.  
 > Many Utah postsecondary programs accept high school courses toward a two- or four-year degree through concurrent enrollment. Check regional postsecondary Pathways for details.  
 > Visit [UtahCTE.org](http://UtahCTE.org) for additional information.