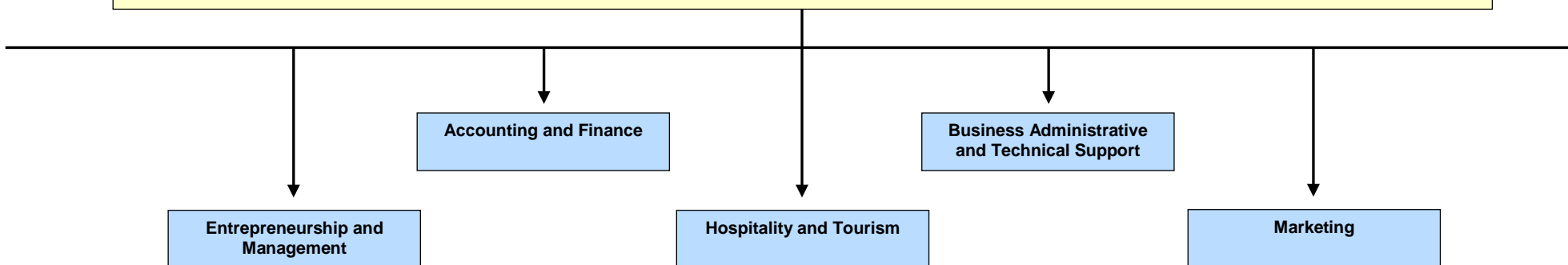


# High School to College and Career Pathway: Secondary Career and Technical Education

## Business and Marketing Education Pathways



### Pathway: Accounting and Finance

**Foundation Courses:**  
(1.00 credit required)

Accounting 1 – .50  
Accounting 2 – .50  
Advanced Accounting – 1.00

**Elective Courses:**  
(2.00 credits required)

- Business Communication 1 – .50
- Business Communication 2 – .50
- Business Law – .50
- Business Management – .50
- Business Mathematics and Personal Finance – 1.00

- Computer Technology 2 – .50
- Economics – .50
- Exploring Business and Marketing – .50
- Real Estate – .50
- Retailing – .50
- Workplace Skills – .50



**3.00 credits required for completion**

### Pathway: Business Administrative and Technical Support

**Foundation Courses:**  
(1.00 credit required)

**Choose two of the following courses:**  
Business Communication 1 – .50  
Computer Technology 2 – .50  
Digital Business Applications – .50  
Digital Marketing – .50

**Elective Courses:**  
(2.00 credits required)

- A+ (Computer Maintenance) – 1.00
- Accounting 1 – .50
- Business Communication 2 – .50
- Business Management – .50
- Business Web Page Design – .50
- Business Web Page Design, Adv. – .50
- Computer Science Principles – 1.00

- Customer Service – .50
- Desktop Publishing 1 – .50
- Desktop Publishing 2 – .50
- Digital Media 1 – 1.00
- Exploring Business and Marketing – .50
- Web Development 1 – 1.00
- Word Processing – .50
- Workplace Skills – .50

**3.00 credits required for completion**

## Business and Marketing Education Pathways (continued)

<b>Pathway: Entrepreneurship and Management</b>		
<p><b>Foundation Courses:</b> (1.00 credit required)</p> <p><b>Choose two of the following courses:</b> Business Law – .50 Business Management – .50 Entrepreneurship – .50</p>	<p><b>Elective Courses:</b> (2.00 credits required)</p> <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> <p style="text-align: right;"><b>3.00 credits required for completion</b></p>
<b>Pathway: Hospitality and Tourism</b>		
<p><b>Foundation Courses:</b> (1.00 credit required)</p> <p>Marketing 1 – .50 Travel and Hospitality – .50</p>	<p><b>Elective Courses:</b> (2.00 credits required)</p> <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> <p style="text-align: right;"><b>3.00 credits required for completion</b></p>
<b>Pathway: Marketing</b>		
<p><b>Foundation Courses:</b> (1.00 credit required)</p> <p><b>Choose two of the following courses:</b> Digital Marketing – .50 Marketing 1 – .50 Marketing 2 – .50</p>	<p><b>Elective Courses:</b> (2.00 credits required)</p> <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> <p style="text-align: right;"><b>3.00 credits required for completion</b></p>

- > 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 1.0 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.