

CAREER PATHWAY Business, Finance & Marketing

Career Cluster: Business, Finance & Marketing

Career Pathway: Marketing

			> Graphic Designer
The second		IN/A	> Art Director > CTE Teacher > Editor
	Certificate	Associate D	egree Bachelor's Degree > Art Director
b or more	1-2 Year	2-Year	
			l, depending on your career goals.
	+ recommended explorer cou		
			UtahMajors.org: Majors Guide
	many options for education and tra		
CTE Internship		Apprenticeship	
Business, Finance, and Marketin	ng Capstone		
		ncentrator course and enou	igh courses to equal 3.0 credits in this Pathw
Retailing *			
Digital Marketing *			
CONCENTRATOR COURSES:	To be a concentrator you must pa	iss one of the following cou	rses AND one explorer course.
Business Math and Personal Fir	nance * Marketing 1 * +	Marketing 1 * +	
Business Law +	ess Law + Entrepreneurship * +		
Business Communication 2 +	Economics *		Web Development 1 *
Business Communication 1 *	Digital Media 1 *		Sports and Entertainment Marketing +
Accounting 1 *	Customer Service *		Real Estate
	e one or more of the following cou	reee	
IIGH SCHOOL		o and markoung	Word Proceeding
Digital Literacy	Exploring Busines	s and Marketing	Word Processing
College and Career Awareness			

Utah CTE classes are open to all qualified students without regard to race, color, national origin, sex, disability, or age.

Student Testimonial

"CTE courses give students many options for different careers, and they are able to try so many different things without having to declare a major or pay thousands of dollars for these types of courses in college."

> Emma Greer **Future Marketer**

LEARN MORE ABOUT **OCCUPATIONS AND WAGES**

Business, Finance & Marketing

UtahCTE.org: Fact Sheet

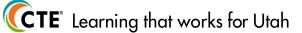
Department of Workforce Services Utah Occupational Explorer

DECA

is the Career and Technical Student Organization (CTSO) for students in the Marketing Pathway.

DECAdirect.org | UtahDECA.org | Utah DECA flyer





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