




**Career Cluster: Business, Finance & Marketing**

**Career Pathway: Marketing**

JUNIOR HIGH / MIDDLE SCHOOL		
College and Career Awareness		
Digital Literacy	Exploring Business and Marketing	Word Processing
HIGH SCHOOL		
<b>EXPLORER COURSES:</b> Choose one or more of the following courses.		
Accounting 1 *	Customer Service *	Real Estate
Business Communication 1 *	Digital Media 1 *	Sports and Entertainment Marketing +
Business Communication 2 +	Economics *	Web Development 1 *
Business Law +	Entrepreneurship * +	
Business Math and Personal Finance *	Marketing 1 * +	
<b>CONCENTRATOR COURSES:</b> To be a concentrator you must pass one of the following courses AND one explorer course.		
Digital Marketing *		
Retailing *		
<b>COMPLETER COURSES:</b> To be a completer you must pass a concentrator course and enough courses to equal 3.0 credits in this Pathway.		
Business, Finance, and Marketing Capstone		
CTE Internship	<a href="#">Apprenticeship</a>	
<b>POSTSECONDARY:</b> There are many options for education and training beyond high school.		
Utah System of Higher Education: <a href="https://ushe.edu">ushe.edu</a> (Utah's public colleges and universities)		UtahMajors.org: <a href="#">Majors Guide</a>

\* concurrent enrollment course + recommended explorer course

HIGH SCHOOL TO POSTSECONDARY EDUCATION AND TRAINING			
There are several options for education and training beyond high school, depending on your career goals.			
	1-2 Year Certificate	2-Year Associate Degree	4-Year Bachelor's Degree
	N/A	N/A	> Art Director > CTE Teacher > Editor > Graphic Designer

Career and Technical Education provides all students access to high-quality, rigorous career-focused programs that result in attainment of credentials with labor market value. [Credentials of Value](#)

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](https://deca.org) | [UtahDECA.org](https://utahdeca.org) | [Utah DECA flyer](#)

