


BUSINESS, FINANCE & MARKETING



 CTE Learning that works for Utah

DISCOVER AND **EXPLORE** what you will learn by participating in one of the following **CAREER PATHWAYS**:

Business Career Pathway

Prepares students to become future business leaders by gaining key skills and knowledge in organizational strategies, management, communication, and problem-solving. This Pathway can lead to careers such as business management, human resources, organizational leadership, etc.

Finance Career Pathway

Prepares students with the knowledge and skills to formulate and analyze financial information for use in financial management. This Pathway can lead to careers such as a certified public accountant (CPA), auditor, financial advisor, financial officer, etc.

Marketing Career Pathway

Prepares students with the knowledge and skills to effectively market a product through learning the importance of market research, price, placement, and promotion. This Pathway can lead to careers such as digital marketing, marketing strategy, advertising, sales, brand management, public relations, etc.