



## Career Cluster: Business, Finance & Marketing

### Career Pathway: Marketing

JUNIOR HIGH / MIDDLE SCHOOL		
<a href="#">College and Career Awareness</a>		
<a href="#">Digital Literacy</a>	<a href="#">Exploring Business and Marketing</a>	<a href="#">Word Processing</a>
HIGH SCHOOL		
<b>EXPLORER COURSES:</b> Choose one or more of the following courses.		
<a href="#">Accounting 1</a> *	<a href="#">Customer Service</a> *	<a href="#">Real Estate</a>
<a href="#">Business Communication 1</a> *	<a href="#">Digital Graphic Arts Intro</a> *	<a href="#">Sports and Entertainment Marketing</a> +
<a href="#">Business Communication 2</a> +	<a href="#">Economics</a> *	<a href="#">Web Development 1</a> *
<a href="#">Business Law</a>	<a href="#">Entrepreneurship</a> * +	
<a href="#">Business Math and Personal Finance</a> *	<a href="#">Marketing 1</a> * +	
<b>CONCENTRATOR COURSES:</b> To be a concentrator you must pass one of the following courses AND one explorer course.		
<a href="#">Digital Marketing</a> *		
<a href="#">Retailing</a> *		
<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.		
<a href="#">Business and Marketing Capstone</a>		
CTE Internship	<a href="#">Credentials of Value</a>	
POSTSECONDARY:		
Utah System of Higher Education: <a href="http://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	<ul style="list-style-type: none"> <li>&gt; Art Director</li> <li>&gt; CTE Teacher</li> <li>&gt; Editor</li> <li>&gt; Graphic Designer</li> </ul>

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

#### Student Testimonial

“The business and marketing courses I have taken in high school have really influenced me in the direction I would like to go for my future education and career.”

Rory James Pollard  
 Fremont High School

#### 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](http://DECAdirect.org) | [UtahDECA.org](http://UtahDECA.org) | [Utah DECA flyer](#)

