Business, Finance & Marketing

The Business, Finance & Marketing Career Cluster focuses on preparing students for employment in careers that relate to the planning, managing, organizing, directing and evaluating business functions essential to efficient and productive business operations.

UTAH CAREER AND TECHNICAL EDUCATION (CTE) CAREER PATHWAYS ALIGN WITH THE NATIONAL CAREER CLUSTERS®.

1,576 students concentrated in a CTE Career Pathway within the Business, Finance & Marketing Career Cluster, with 161,596 students enrolled in CTE courses. (SY 2017-2018)

CTE provides all students access to high-quality rigorous career focused programs that result in attainment of credentials with labor market value.

TOP THREE industry certifications earned by students in CTE Career Pathways within the Business, Finance & Marketing Career Cluster.

- 4,141 Bus.Office Specialist
- 1,465 Digital Business Apps.
- 1,439 Entrepreneurship

Industry-based certifications are awarded through validation of skills in cooperation with a business, trade association, or other industry group.

Fifty-seven percent of students statewide concentrated in a CTE Career Pathway. A concentrator is a student who has completed 1.5 credits in a single CTE program of study.

Twenty percent of students statewide completed a CTE Career Pathway. A completer is a student who has completed 3.0 credits in a single CTE program of study.

Student Success

“The [Microsoft Office Specialist] certifications helped me land my current job at Lowe’s Home Improvement. I am the manager there and perform all of the administrative functions. I do all of the accounting, bookkeeping, data entry, and reporting. I’m using Microsoft Office daily, especially Excel.”

Andrew McLay

5,844 students are members of a Career and Technical Student Organization (CTSO) aligned with the Business, Finance & Marketing Career Cluster. Students who participate in the related CTE Career Pathways have the opportunity to join the Career and Technical Student Organization (CTSO) of DECA or FBLA. (SY 2018-2019)

UtahDECA.org | DECAdirect.org
Utah-FBLA-pbl.org | FBLA-pbl.org


CTE Career Pathways

Through participation in CTE Career Pathways students learn how to become productive employees and gain the academic skills to increase their earning potential while still in high school. Utah CTE Career Pathways are categorized by Career Cluster and each Career Pathway culminates in an industry-recognized credential of value.

Business, Finance & Marketing Career Cluster

Utah CTE Career Pathways: (SY 2019-2020)

> Accounting & Financial Operations
> Customer Service & Management
> Entrepreneurship
> Office/Administrative Support
> Marketing & Sales

CTE Learning that works for Utah

2017-2018 Data Represents Secondary Education
Source of Data: Utah State Board of Education
August 2019

Utah State Board of Education | 250 East 500 South | P.O. Box 144200 | Salt Lake City, UT 84114-4200
Sydnee Dickson, Ed.D., State Superintendent of Public Instruction
Thalea Longhurst, State Director of Career and Technical Education

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