




Career Cluster: Business, Finance & Marketing

Career Pathway: Business Information Management

JUNIOR HIGH / MIDDLE SCHOOL			
College and Career Awareness			
Creative Coding		Exploring Business and Marketing	
Digital Literacy		Word Processing	
HIGH SCHOOL			
EXPLORER COURSES: Choose one or more of the following courses.			
Accounting 1 *	Business Law	Database Development * +	Entrepreneurship *
Business Communication 1 * +	Business Math and Personal Finance *	Digital Graphic Arts Intro *	Information Technology, Intro +
Business Communication 2	Customer Service * +	Economics *	Web Development 1 *
CONCENTRATOR COURSES: To be a concentrator you must pass one of the following courses AND one explorer course.			
Business Office Specialist *			
Digital Business Applications *			
COMPLETER COURSES: To be a completer you must pass a concentrator course and enough courses to equal 3.0 credits in this Pathway.			
Business and Marketing Capstone			
CTE Internship			
POSTSECONDARY:			
Utah System of Higher Education: ushe.edu (Utah's public colleges and universities)		UtahMajors.org: Majors Guide	

* 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		> Desktop Publisher > Legal Assistant/Paralegal > Web Developer

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

Student Testimonial
 “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.”
 Andrew McLay
 Murray High School

LEARN MORE ABOUT OCCUPATIONS AND WAGES
Business, Finance & Marketing
 UtahCTE.org: [Fact Sheet](#)
 Department of Workforce Services
[Utah Occupational Explorer](#)

FBLA
 is the Career and Technical Student Organization (CTSO) for students in the Business Information Management Career Pathway.
[FBLA-PBL.org](#) | [Utah-FBLA-PBL.org](#)
[Utah FBLA flyer](#)

