



Career Cluster: Business, Finance & Marketing


Career Pathway: Accounting & Finance

JUNIOR HIGH / MIDDLE SCHOOL		
College and Career Awareness		
Digital Literacy	Exploring Business and Marketing	Word Processing
HIGH SCHOOL		
EXPLORER COURSES: Choose one or more of the following courses.		
Accounting 1 * +	Business Math and Personal Finance *	Marketing 1 *
Business Communication 1 *	Customer Service *	Real Estate
Business Communication 2	Economics * +	Sports and Entertainment Marketing
Business Law	Entrepreneurship *	Web Development 1 *
CONCENTRATOR COURSES: To be a concentrator you must pass one of the following courses AND one explorer course.		
Accounting 2 *		
Accounting, Advanced		
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	Credentials of Value	
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	N/A	<ul style="list-style-type: none"> > Accountant > Auditor > CTE Teacher > Financial Manager

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

Student Testimonial

“Because of my CTE Internship, I am going to be more prepared when I go into the field of accounting. I will be able to understand and apply it to real hands-on learning experiences.”

Brayden Austin
 Sky View High School

LEARN MORE ABOUT OCCUPATIONS AND WAGES

Business, Finance & Marketing

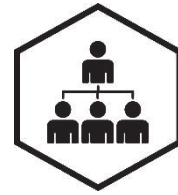
UtahCTE.org: [Fact Sheet](#)
 Department of Workforce Services
[Utah Occupational Explorer](#)

FBLA

is the Career and Technical Student Organization (CTSO) for students in the Accounting & Finance Career Pathway.

FBLA-PBL.org | Utah-FBLA-PBL.org
[Utah FBLA flyer](#)





Career Cluster: Business, Finance & Marketing

Career Pathway: Business Administration

JUNIOR HIGH / MIDDLE SCHOOL			
College and Career Awareness			
Digital Literacy	Exploring Business and Marketing	Word Processing	
HIGH SCHOOL			
EXPLORER COURSES: Choose one or more of the following courses.			
Accounting 1 * +	Business Math and Personal Finance *	Entrepreneurship * +	Sports and Entertainment Marketing
Business Communication 1 * +	Customer Service *	Leadership Principles 1 * +	Web Development 1 *
Business Communication 2	Digital Graphic Arts Intro *	Marketing 1 * +	
Business Law +	Economics *	Real Estate	
CONCENTRATOR COURSES: To be a concentrator you must pass one of the following courses AND one explorer course.			
Business Management *			
Leadership Principles 2			
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		Credentials of Value	
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 N/A	2 Year Associate Degree > Account Representative > Consumer Advocate > Dispute Resolution Analyst	4 Year Bachelor's Degree > Budget Analyst > CTE Teacher > Credit Counselor > Financial Manager

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Student Testimonial

“Taking Business Management sparked my interest to pursue a business degree. Taking advantage of the CTE program ultimately helped to pinpoint my career trajectory.”

Andrew Nadauld
 Murray High School

LEARN MORE ABOUT OCCUPATIONS AND WAGES

Business, Finance & Marketing

UtahCTE.org: [Fact Sheet](#)
 Department of Workforce Services
[Utah Occupational Explorer](#)

DECA | FBLA

are the Career and Technical Student Organizations (CTSO) for students in the Business Administration Career Pathway.

DECAdirect.org | UtahDECA.org | [Utah DECA flyer](#)
FBLA-PBL.org | Utah-FBLA-PBL.org | [Utah FBLA flyer](#)






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		Credentials of Value	
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 FBIA flyer](#)





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		
EXPLORER COURSES: Choose one or more of the following courses.		
Accounting 1 *	Customer Service *	Real Estate
Business Communication 1 *	Digital Graphic Arts Intro *	Sports and Entertainment Marketing +
Business Communication 2 +	Economics *	Web Development 1 *
Business Law	Entrepreneurship * +	
Business Math and Personal Finance *	Marketing 1 * +	
CONCENTRATOR COURSES: To be a concentrator you must pass one of the following courses AND one explorer course.		
Digital Marketing *		
Retailing *		
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	Credentials of Value	
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	N/A	<ul style="list-style-type: none"> > Art Director > CTE Teacher > Editor > Graphic Designer

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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

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DECA

is the Career and Technical Student Organization (CTSO) for students in the Marketing Pathway.

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