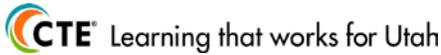


# Utah Career and Technical Education Career Pathway

## 2018-2019 School Year



<p><b>CTSO Information</b> Career and Technical Student Organizations (CTSO) align with the national Career Clusters® and the Utah CTE Career Pathways.</p> <p>DECA is the CTSO for students in the Marketing and Sales Career Pathway. DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality, and management.</p> <p><b>Workforce Trends</b> In Utah, the average annual employment growth rate projected for market research analysts and marketing specialists is 5.1 percent through the year 2024.</p> <p>The Utah Department of Workforce Services lists the median salary for a public relations specialist as \$52,360.</p>	<h3>Career Cluster: Marketing</h3> <h4>Career Pathway: Marketing &amp; Sales</h4> <table border="1"> <thead> <tr> <th>CORE CODE</th> <th>FOUNDATION COURSES (required)</th> <th>CREDITS</th> <th colspan="2"></th> </tr> </thead> <tbody> <tr> <td colspan="3" style="text-align: center;"><i>Choose two of the following courses:</i></td> <td rowspan="3" style="text-align: center;">1.00 credit</td> <td></td> </tr> <tr> <td>37.01.00.00.001</td> <td>Digital Marketing</td> <td style="text-align: center;">.50</td> <td></td> </tr> <tr> <td>37.01.00.00.165</td> <td>Marketing 1</td> <td style="text-align: center;">.50</td> <td></td> </tr> <tr> <td>37.01.00.00.190</td> <td>Marketing 2</td> <td style="text-align: center;">.50</td> <td></td> <td></td> </tr> <tr> <td colspan="3" style="text-align: center;"><b>ELECTIVE COURSES</b></td> <td rowspan="10" style="text-align: center;">2.00 credits</td> <td></td> </tr> <tr> <td>32.02.00.00.140</td> <td>Business Management</td> <td style="text-align: center;">.50</td> <td></td> </tr> <tr> <td>37.01.00.00.025</td> <td>Customer Service</td> <td style="text-align: center;">.50</td> <td></td> </tr> <tr> <td>32.02.00.00.200</td> <td>Economics</td> <td style="text-align: center;">.50</td> <td></td> </tr> <tr> <td>32.02.00.00.070</td> <td>Exploring Business and Marketing</td> <td style="text-align: center;">.50</td> <td></td> </tr> <tr> <td>34.01.00.00.145</td> <td>Fashion Design Merchandising</td> <td style="text-align: center;">.50</td> <td></td> </tr> <tr> <td>37.01.00.00.150</td> <td>Leadership Principles 1</td> <td style="text-align: center;">.50</td> <td></td> </tr> <tr> <td>37.01.00.00.155</td> <td>Leadership Principles 2</td> <td style="text-align: center;">.50</td> <td></td> </tr> <tr> <td>37.01.00.00.220</td> <td>Real Estate</td> <td style="text-align: center;">.50</td> <td></td> </tr> <tr> <td>37.01.00.00.240</td> <td>Retailing</td> <td style="text-align: center;">.50</td> <td></td> </tr> <tr> <td>37.01.00.00.260</td> <td>Sports and Entertainment Marketing</td> <td style="text-align: center;">.50</td> <td></td> <td></td> </tr> <tr> <td>41.00.00.00.030</td> <td>Workplace Skills</td> <td style="text-align: center;">.50</td> <td></td> <td></td> </tr> <tr> <td colspan="3"></td> <td colspan="2" style="text-align: center;"><b>3.00 credits for completion</b></td> </tr> </tbody> </table> <p style="text-align: center;">Foundation courses taken beyond the required credits can be used as elective credit.</p> <p style="text-align: center;"><b>Career and Technical Education provides all students access to high-quality, rigorous career-focused programs that result in attainment of credentials with labor market value.</b></p>					CORE CODE	FOUNDATION COURSES (required)	CREDITS			<i>Choose two of the following courses:</i>			1.00 credit		37.01.00.00.001	Digital Marketing	.50		37.01.00.00.165	Marketing 1	.50		37.01.00.00.190	Marketing 2	.50			<b>ELECTIVE COURSES</b>			2.00 credits		32.02.00.00.140	Business Management	.50		37.01.00.00.025	Customer Service	.50		32.02.00.00.200	Economics	.50		32.02.00.00.070	Exploring Business and Marketing	.50		34.01.00.00.145	Fashion Design Merchandising	.50		37.01.00.00.150	Leadership Principles 1	.50		37.01.00.00.155	Leadership Principles 2	.50		37.01.00.00.220	Real Estate	.50		37.01.00.00.240	Retailing	.50		37.01.00.00.260	Sports and Entertainment Marketing	.50			41.00.00.00.030	Workplace Skills	.50						<b>3.00 credits for completion</b>		<p><b>Marketing &amp; Sales is:</b> &gt; High wage &gt; High demand</p> <p><b>Sample Occupations Requiring:</b> <u>High School Diploma</u> &gt; Advertising Sales Agent <u>Certificate</u> &gt; N/A <u>Assoc. or Technical Degree</u> &gt; N/A <u>Baccalaureate Degree</u> &gt; Art Director &gt; Career and Technical Education Teacher &gt; Editor &gt; Graphic Designer &gt; Marketing Manager &gt; Market Research Analyst &gt; Marketing Specialist &gt; Public Relations Specialist &gt; Sales Manager <u>Graduate or Prof. Degree</u> &gt; Marketing Director &gt; Statistician &gt; Survey Researcher</p>
	CORE CODE	FOUNDATION COURSES (required)	CREDITS																																																																																		
<i>Choose two of the following courses:</i>			1.00 credit																																																																																		
37.01.00.00.001	Digital Marketing	.50																																																																																			
37.01.00.00.165	Marketing 1	.50																																																																																			
37.01.00.00.190	Marketing 2	.50																																																																																			
<b>ELECTIVE COURSES</b>			2.00 credits																																																																																		
32.02.00.00.140	Business Management	.50																																																																																			
37.01.00.00.025	Customer Service	.50																																																																																			
32.02.00.00.200	Economics	.50																																																																																			
32.02.00.00.070	Exploring Business and Marketing	.50																																																																																			
34.01.00.00.145	Fashion Design Merchandising	.50																																																																																			
37.01.00.00.150	Leadership Principles 1	.50																																																																																			
37.01.00.00.155	Leadership Principles 2	.50																																																																																			
37.01.00.00.220	Real Estate	.50																																																																																			
37.01.00.00.240	Retailing	.50																																																																																			
37.01.00.00.260	Sports and Entertainment Marketing	.50																																																																																			
41.00.00.00.030	Workplace Skills	.50																																																																																			
			<b>3.00 credits for completion</b>																																																																																		
<p><b>Student Testimonial</b> "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. These classes have prepared me for my future career and have also given me life skills that will help me achieve my goals and dreams."  Rory James Pollard</p>	<h3>HIGH SCHOOL TO POSTSECONDARY EDUCATION AND TRAINING</h3> <p>There are a number of options for education and training beyond high school, depending on your career goals.</p> <table border="1"> <thead> <tr> <th style="background-color: #00A0C0; color: white;">12th Grade</th> <th style="background-color: #FF8C00; color: white;">1-Year Certificate</th> <th style="background-color: #92D050; color: white;">2-Year Associate or Technical Degree</th> <th style="background-color: #FFD700; color: white;">4-Year Bachelor's Degree</th> <th style="background-color: #808080; color: white;">More Graduate or Prof. Degree</th> </tr> </thead> <tbody> <tr> <td colspan="2"> <p>Certificates are awarded upon the successful completion of a brief course of study, usually one year or less. Upon completion of a course of study, a certificate does not require any further action to retain.</p> <p>In high school a variety of certificates can be earned.</p> </td> <td colspan="3"> <p>An academic degree is an award for the completion of a program or course of study over multiple years at postsecondary education institutions.</p> <p>In 2015-2016, 73 percent of secondary students who concentrated in a CTE Career Pathway placed in postsecondary education, advanced training, military service or employment (October 1-December 31).</p> </td> </tr> </tbody> </table>					12th Grade	1-Year Certificate	2-Year Associate or Technical Degree	4-Year Bachelor's Degree	More Graduate or Prof. Degree	<p>Certificates are awarded upon the successful completion of a brief course of study, usually one year or less. Upon completion of a course of study, a certificate does not require any further action to retain.</p> <p>In high school a variety of certificates can be earned.</p>		<p>An academic degree is an award for the completion of a program or course of study over multiple years at postsecondary education institutions.</p> <p>In 2015-2016, 73 percent of secondary students who concentrated in a CTE Career Pathway placed in postsecondary education, advanced training, military service or employment (October 1-December 31).</p>			<p><b>Utah Business and Industry Facts</b> In 2017, CNBC ranked Provo, Ogden, and Salt Lake City as one of the top twenty best places to start a business. Each metro area was hailed as a small-business hot spot. According to the Utah Business magazine, the top three public relations firms in Utah are: Fusion 360, Penna Powers, and Method Communications.</p>																																																																					
	12th Grade	1-Year Certificate	2-Year Associate or Technical Degree	4-Year Bachelor's Degree	More Graduate or Prof. Degree																																																																																
<p>Certificates are awarded upon the successful completion of a brief course of study, usually one year or less. Upon completion of a course of study, a certificate does not require any further action to retain.</p> <p>In high school a variety of certificates can be earned.</p>		<p>An academic degree is an award for the completion of a program or course of study over multiple years at postsecondary education institutions.</p> <p>In 2015-2016, 73 percent of secondary students who concentrated in a CTE Career Pathway placed in postsecondary education, advanced training, military service or employment (October 1-December 31).</p>																																																																																			
<p><b>CTE Skill Certificates</b> Competency-based student assessments, measured by core standards and competencies needed to be successful in the workforce.</p>			<p><b>UtahFutures: College and Career Planning</b> Visit <a href="http://UtahFutures.org">UtahFutures.org</a> for salary projections, labor market demand, and training options.</p>																																																																																		
<p>In 2016-2017, 105,691 CTE skill certificates were awarded to high school students. Students' knowledge and performance is demonstrated as part of the Skill Certificate process.</p>			<p>In 2016-2017, the graduation rate for students who concentrated in a CTE Career Pathway was 95 percent, compared to Utah's statewide graduation rate of 86 percent.</p>																																																																																		