

Business, Marketing, and Finance Career Cluster

The Business, Marketing, and Finance career cluster focuses on careers in planning, organizing, directing, and evaluating business functions essential to efficient and productive business operations. This career cluster includes occupations ranging from business owner and entrepreneur to accountant, retail manager, and market analyst.

Statewide Program of Study: *Marketing and Sales*

The Marketing and Sales program of study focuses on occupational and educational opportunities associated with collecting information to estimate potential sales of a product or service and create campaigns to market or distribute goods and services. It includes applying data related to customer demographics, preferences, needs, and buying habits.

Secondary Courses for High School Credit

- Level 1**
 - Principles of Business, Management, and Finance
 - Digital Media

- Level 2**
 - Marketing
 - Entrepreneurship I

- Level 3**
 - Social Media Marketing
 - Advertising
 - Introduction to Event and Meeting Planning

Aligned Industry-Based Certifications

- Student Social Media Marketing Certification

Aligned Advanced Academic Courses

Dual Credit	Dual credit offerings will vary by local education agency.

Work-Based Learning and Expanded Learning Opportunities

Work-Based Learning Activities	<ul style="list-style-type: none"> • Intern at a marketing and advertising company • Job shadow a pharmaceutical sales representative • Intern at a local retail company
Expanded Learning Opportunities	<ul style="list-style-type: none"> • Job shadow an account representative at a marketing firm • Participate in BPA, DECA, FBLA, or related UIL events



Example Postsecondary Opportunities

Associate Degrees

- Marketing/Marketing Management
- Retail Management

Bachelor's Degrees

- Business Administration
- Marketing/Marketing Management
- Fashion Merchandising

Master's, Doctoral, and Professional Degrees

- Business Administration
- Applied Economics
- Business Analytics

Additional Stackable IBCs/License

- Salesforce
- Service Contract Providers



Example Aligned Occupations

Retail Salespersons

Median Wage: \$28,356
Annual Openings: 56,132
10-Year Growth: 15%

Market Research Analysts

Median Wage: \$60,926
Annual Openings: 5,688
10-Year Growth: 35%

Sales Managers

Median Wage: \$123,729
Annual Openings: 3,368
10-Year Growth: 21%

Data Source: TexasWages, Texas Workforce Commission. Retrieved 3/8/2024.



For more information visit:

<https://tea.texas.gov/academics/college-career-and-military-prep/career-and-technical-education/programs-of-study-additional-resources>



Business, Marketing, and Finance Career Cluster

Statewide Program of Study: *Marketing and Sales*

Course Information

Level 1

Course	Prerequisites Corequisites	Career Clusters
Digital Media 13027800 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	

Level 2

Course	Prerequisites Corequisites	Career Clusters
Marketing* N1303424 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing and Finance Recommended Corequisites: None	
Entrepreneurship I* 13011101 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing and Finance Recommended Corequisites: None	

Level 3

Course	Prerequisites Corequisites	Career Clusters
Social Media Marketing 13034650 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance Recommended Corequisites: None	
Advertising* 13034200 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance Recommended Corequisites: None	
Introduction to Event and Meeting Planning* N1302269 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Hospitality and Tourism, Hotel management and/or Travel and Tourism Management Recommended Corequisites: None	

* Indicates course is included in more than one program of study.

For additional information on the **Business, Marketing, and Finance** career cluster, contact cte@tea.texas.gov or visit <https://tea.texas.gov/cte>



[LEA name] does not discriminate on the basis of race, color, national origin, sex, or disability in its programs or activities and provides equal access to the Boy Scouts and other designated youth groups. The following person has been designated to handle inquiries regarding the nondiscrimination policies: [title], [address], [telephone number], [email]. Further nondiscrimination information can be found at [Notification of Nondiscrimination in Career and Technical Education Programs](#).