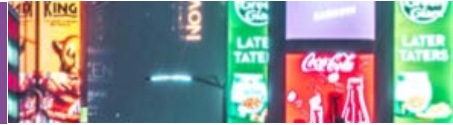


# Business, Marketing, and Finance Career Cluster

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.

## Marketing & Sales Statewide Program of Study



The Marketing and Sales program of study teaches CTE learners how to collect information to determine potential sales of a product or service and/or create a marketing campaign to market or distribute goods and services. Through this program of study, students will learn the skills necessary to understand and apply data on customer demographics, preferences, needs, and buying habits.

### Secondary Courses for High School Credit

#### Level 1

- Principles of Business, Marketing, and Finance

#### Level 2

- Sports and Entertainment Marketing

#### Level 3

- Practicum in Marketing I

#### Level 4

- Statistics and Business Decision Making
- Practicum in Marketing II

### Work-Based Learning and Expanded Learning Opportunities

#### Exploration Activities

- Participate in Business Professionals of America, Future Business Leaders of America, or DECA

#### Work-Based Learning Activities

- Intern with a local marketing firm
- Shadow a real estate agent
- Operate a school store on campus

### Postsecondary Opportunities

#### Associates Degrees

- Marketing/ Marketing Management, General
- Consumer Merchandising/ Retailing Management
- International Marketing
- Business

#### Bachelor's Degrees

- Marketing/ Marketing Management, General
- Business Administration
- Applied Economics
- Marketing Research

#### Master's, Doctoral, and Professional Degrees

- Marketing
- Business Administration
- Applied Economics
- Advertising

### Industry-Based Certifications

- Interview Skills



### Aligned Occupations

Occupations	Median Wage	Annual Openings	% Growth
Marketing Research Analysts and Marketing Specialists	\$70,346	4,664	40%
Insurance Sales Agent	\$43,181	5,886	30%
First-Line Supervisors of Retail Sales Workers	\$72,550	2,826	15%
Wholesale and Retail Buyers	\$51,106	1,229	19%

Successful completion of the Marketing and Sales program of study will fulfill requirements of the Business and Industry endorsement. Revised – August 2022

# Marketing & Sales Course Information

## Level 1

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Principles of Business, Marketing, and Finance	13011200 (1 credit)	None	None

## Level 2

Sports and Entertainment Marketing	13034600 (.5 credit)	None	None
------------------------------------	----------------------	------	------

## Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Practicum in Marketing I	13034805 (3 credits)	None	None

## Level 4

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Statistics and Business Decision Making	13016900 (1 credit)	Algebra II	None
Practicum in Marketing II	13034815 (3 credits)	Practicum in Marketing I	None

FOR ADDITIONAL INFORMATION ON THE BUSINESS, MARKETING, AND FINANCE CAREER CLUSTER,  
PLEASE CONTACT: [CTE@tea.texas.gov](mailto:CTE@tea.texas.gov)  
<https://tea.texas.gov/cte>

Mabank ISD does not discriminate on the basis of race, color, national origin, sex, disability or age 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: Mr. Clay Tracy, Assistant Superintendent of Human Resources, 310 E. Market Street, Mabank, TX 75147, 903-880-1305.

Further nondiscrimination information can be found at

[Notification of Nondiscrimination in Career and Technical Education Programs.](#)