



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

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|----------------|---|
| Level 1 | <ul style="list-style-type: none"> Principles of Business, Marketing, and Finance |
| Level 2 | <ul style="list-style-type: none"> Sports and Entertainment Marketing Entrepreneurship I |
| Level 3 | <ul style="list-style-type: none"> Practicum in Marketing |
| Level 4 | <ul style="list-style-type: none"> Statistics and Business Decision Making Practicum in Marketing + Extended Practicum in Marketing |

Aligned Advanced Academic Courses

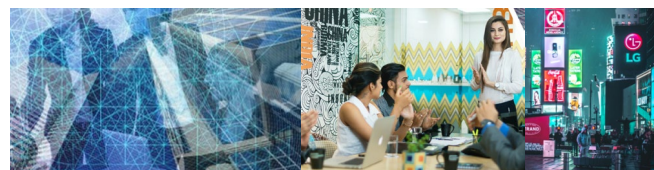
AP	AP Statistics
Dual Credit	Dual credit offerings will vary by local education agency.

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 DECA

Aligned Industry-Based Certifications

- Entrepreneurship and Small Business



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

Sales Representatives of Services

Median Wage: \$60,701
Annual Openings: 13,938
10-Year Growth: 15%

Market Research Analysts

Median Wage: \$64,690
Annual Openings: 6,676
10-Year Growth: 35%

Sales Managers

Median Wage: \$127,559
Annual Openings: 7,702
10-Year Growth: 21%

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

