

Business, Finance & Marketing



**Business, Finance
& Marketing**
Utah Career and Technical Education
CAREER CLUSTERS

Business, Finance & Marketing focuses on preparing students for employment in careers that relate to the planning, managing, organizing, directing and evaluating business functions essential to efficient and productive business operations.



CAREER PATHWAYS

- > Business
- > Finance
- > Marketing

Each CTE Career Pathway culminates in an industry recognized credential of value.

FACTS

- > Nationwide, employment in business and financial occupations is projected to grow 8 percent through the year 2030.¹
- > Professional and business services makeup nearly 13 percent of Utah's employment base.²
- > For a decade, Forbes has ranked Utah in the top-three as the Best State for Business, including six times in the number one spot.
- > In Utah, employment of accountants and auditors is projected to grow 3.5 percent through the year 2030.²
- > In April 2024, WalletHub named 3 of the top 5 best small cities for starting a business are in Utah.
- > In Utah, small businesses represent 99.3 percent of all businesses in the state. (A small business is one with fewer than 499 employees.)³

¹ Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*

² Utah Department of Workforce Services

³ U.S. Small Business Administration, Office of Advocacy, *Utah Small Business Profile, 2020*

“The CTE classes I was involved in helped prepare me for success in a business administrative program.”

Participation in and completion of a CTE Career Pathway will provide you with the academic knowledge and technical skills to successfully compete in a global economy. Learn about Career and Technical Education and the **Business, Finance & Marketing Career Cluster** at UtahCTE.org.