2023-2024 School Year



# **Career Cluster: Business, Finance & Marketing**

# **Career Pathway: Business Administration**

College and Career Awareness			
Digital Literacy	Exploring Business	and Marketing	Word Processing
HIGH SCHOOL			
<b>EXPLORER COURSES</b> : Choose	one or more of the following course	es.	
Accounting 1 * +	Business Leadership 1 * +	Economics *	Sports and Entertainment Marketing
Business Communication 1 * +	Business Math and Personal Finance *	Entrepreneurship * -	+ Web Development 1 *
Business Communication 2	Customer Service *	Marketing 1 * +	
Business Law +	Digital Media 1 *	Real Estate	
<b>CONCENTRATOR COURSES: </b> 7	To be a concentrator you must pass	one of the following co	urses AND one explorer course.
Business Management *			
Business Leadership 2			
COMPLETER COURSES: To be	a completer you must pass a conc	entrator course and eno	ough courses to equal 3.0 credits in this Pathway
Business, Finance, and Marketin	g Capstone		
CTE Internship		<u>Apprenticeship</u>	
POSTSECONDARY: There are r	nany options for education and trai	ning beyond high school	l
	: ushe.edu (Utah's public colleges		UtahMajors.org: Majors Guide

<sup>\*</sup> concurrent enrollment course + recommended explorer course

## HIGH SCHOOL TO POSTSECONDARY EDUCATION AND TRAINING

There are several options for education and training beyond high school, depending on your career goals.



1-2 Year	2-Year	4-Year
Certificate	Associate Degree	Bachelor's Degree
N/A	> Account Representative > Consumer Advocate > Dispute Resolution Analyst	

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. Credentials of Value

Utah CTE classes are open to all qualified students without regard to race, color, national origin, sex, disability, or age.

#### **Student Testimonial**

"Through my CTE classes in high school, I've discovered I really enjoy floriculture and greenhouse management, computer technology, and the customer service industry. Because of these passions, I would like to pursue a career in business administration. The CTE classes I was involved in helped prepare me for success."

Kaylee Marchant Future Business Owner

# LEARN MORE ABOUT OCCUPATIONS AND WAGES

#### **Business, Finance & Marketing**

UtahCTE.org: Fact Sheet

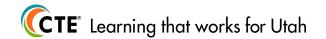
Department of Workforce Services
Utah Occupational Explorer

### **DECA | FBLA**

are the Career and Technical Student Organizations (CTSO) for students in the Business Administration Career Pathway.

DECAdirect.org | UtahDECA.org | Utah DECA flyer FBLA-PBL.org | Utah-FBLA-PBL.org | Utah FBLA flyer





2023-2024 School Year



## **Career Cluster: Business, Finance & Marketing**

# **Career Pathway: Business Information Management**

College and Career Awareness				
Creative Coding		Exploring Business and Mark	Exploring Business and Marketing	
Digital Literacy		Word Processing	Word Processing	
HIGH SCHOOL				
EXPLORER COURSES: Choose	one or more of the following course	es.		
Accounting 1 *	Business Law +	Database Development * +	Entrepreneurship *	
Business Communication 1 * +	Business Math and Personal Finance *	Digital Media 1 *	Information Technology, Intro +	
Business Communication 2	Customer Service * +	Economics *	Web Development 1 *	
<b>CONCENTRATOR COURSES:</b> T	o be a concentrator you must pass	one of the following courses AN	D one explorer course.	
Business Office Specialist *				
Digital Business Applications *				
<b>COMPLETER COURSES</b> : To be	a completer you must pass a conc	entrator course and enough cour	ses to equal 3.0 credits in this Pathwa	
Business and Marketing Capston	e			
CTE Internship		<u>Apprenticeship</u>		
POSTSECONDARY: There are n	nany options for education and trai	ning beyond high school.		
Utah System of Higher Education	: ushe.edu (Utah's public colleges	and universities) Utahl	Majors.org: Majors Guide	

<sup>\*</sup> concurrent enrollment course + recommended explorer course

#### HIGH SCHOOL TO POSTSECONDARY EDUCATION AND TRAINING

There are several options for education and training beyond high school, depending on your career goals.



1-2 Year	2-Year	4-Year
Certificate	Associate Degree	Bachelor's Degree
N/A	<ul><li>Desktop Publisher</li><li>Legal Assistant/Paralegal</li><li>Web Developer</li></ul>	<ul><li>CTE Teacher</li><li>General and Operations Manager</li><li>Marketing Manager</li></ul>

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. <a href="Credentials of Value">Credentials of Value</a>

Utah CTE classes are open to all qualified students without regard to race, color, national origin, sex, disability, or age.

#### **Student Testimonial**

"The 14 CTE classes I took in high school played a role in preparing me for life after high school. The Entrepreneurship class taught me many skills on how to run my own business. This was my first business class I took in high school and it helped pave the way for future classes and learning."

Reagan Bassett Future Business Owner

# LEARN MORE ABOUT OCCUPATIONS AND WAGES

#### **Business, Finance & Marketing**

UtahCTE.org: Fact Sheet

Department of Workforce Services

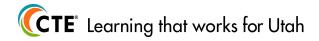
<u>Utah Occupational Explorer</u>

#### **FBLA**

is the Career and Technical Student Organization (CTSO) for students in the Business Information Management Career Pathway.

FBLA-PBL.org | Utah-FBLA-PBL.org Utah FBLA flyer





2023-2024 School Year



## Career Cluster: Business, Finance & Marketing

# **Career Pathway: Finance**

JUNIOR HIGH / MIDDLE SCHOOL		
College and Career Awareness		
Digital Literacy	Exploring Business and Marketing	Word Processing
HIGH SCHOOL		
SUPPORTING COURSE: Suggested hig	gh school courses that support the Career Pathway	(Courses DO NOT count towards the Pathway)
General Financial Literacy		
<b>EXPLORER COURSES:</b> Choose one or	more of the following courses.	
Accounting 1 * +	Business Math and Personal Finance *	Marketing 1 *
Business Communication 1 *	Customer Service *	Real Estate
Business Communication 2	Economics * +	Sports and Entertainment Marketing
Business Law +	Entrepreneurship *	Web Development 1 *
<b>CONCENTRATOR COURSES:</b> To be a	concentrator you must pass one of the following co	ourses AND one explorer course.
Accounting 2 *	Accounting, Advanced	Investing and Wealth Management
COMPLETER COURSES: To be a comp	oleter you must pass a concentrator course and en	ough courses to equal 3.0 credits in this Pathway.
Business, Finance, and Marketing Capst	tone	
CTE Internship	<u>Apprenticeship</u>	
POSTSECONDARY: There are many or	otions for education and training beyond high scho	ol.
Utah System of Higher Education: ushe.	edu (Utah's public colleges and universities)	UtahMajors.org: Majors Guide

<sup>\*</sup> concurrent enrollment course + recommended explorer course

### HIGH SCHOOL TO POSTSECONDARY EDUCATION AND TRAINING

There are several options for education and training beyond high school, depending on your career goals.



1-2 Year	2-Year	4-Year
Certificate	Associate Degree	Bachelor's Degree
N/A	N/A	> Accountant > Auditor > CTE Teacher > Financial Manager

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. Credentials of Value

Utah CTE classes are open to all qualified students without regard to race, color, national origin, sex, disability, or age.

### **Student Testimonial**

"The CTE courses I have taken have been far from simple, actually difficult and challenging at times. They have taught me that with patience hard work, dedication, perseverance, and a smile anything is possible. I will use the skills I have acquired to make sure I perfect these qualities and become as elite as possible."

Mickell Morgan Future Accountant

# LEARN MORE ABOUT OCCUPATIONS AND WAGES

#### **Business, Finance & Marketing**

UtahCTE.org: Fact Sheet

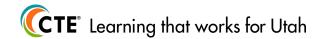
Department of Workforce Services
Utah Occupational Explorer

#### FBI A

is the Career and Technical Student Organization (CTSO) for students in the Finance Career Pathway.

FBLA-PBL.org | <u>Utah-FBLA-PBL.org</u> Utah FBLA flyer





2023-2024 School Year



## **Career Cluster: Business, Finance & Marketing**

# **Career Pathway: Marketing**

Digital Literacy	Exploring Business and Marketing	Word Processing
,	Exploining Business and Marketing	Word Processing
HIGH SCHOOL		
<b>EXPLORER COURSES</b> : Choose one or me	ore of the following courses.	
Accounting 1 *	Customer Service *	Real Estate
Business Communication 1 *	Digital Media 1 *	Sports and Entertainment Marketing +
Business Communication 2 +	Economics *	Web Development 1 *
Business Law +	Entrepreneurship * +	
Business Math and Personal Finance *	Marketing 1 * +	
CONCENTRATOR COURSES: To be a co	encentrator you must pass one of the following	courses AND one explorer course.
Digital Marketing *		
Retailing *		
COMPLETER COURSES: To be a comple	ter you must pass a concentrator course and e	nough courses to equal 3.0 credits in this Pathway
Business, Finance, and Marketing Capston	ne	
CTE Internship	Apprenticeship	
POSTSECONDARY: There are many ontic	ons for education and training beyond high scho	ool

<sup>\*</sup> concurrent enrollment course + recommended explorer course

#### HIGH SCHOOL TO POSTSECONDARY EDUCATION AND TRAINING

There are several options for education and training beyond high school, depending on your career goals.



1-2 Year	2-Year	4-Year
Certificate	Associate Degree	Bachelor's Degree
N/A	N/A	> Art Director > CTE Teacher > Editor > Graphic Designer

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. Credentials of Value

Utah CTE classes are open to all qualified students without regard to race, color, national origin, sex, disability, or age.

#### **Student Testimonial**

"CTE courses give students many options for different careers, and they are able to try so many different things without having to declare a major or pay thousands of dollars for these types of courses in college."

Emma Greer Future Marketer

# LEARN MORE ABOUT OCCUPATIONS AND WAGES

**Business, Finance & Marketing** 

UtahCTE.org: Fact Sheet

Department of Workforce Services

<u>Utah Occupational Explorer</u>

### **DECA**

is the Career and Technical Student Organization (CTSO) for students in the Marketing Pathway.

DECAdirect.org | UtahDECA.org | Utah DECA flyer



