Utah Career and Technical Education Career Pathway Chart 2024-2025 School Year



Career Cluster: Business, Finance & Marketing

Career Pathway: Business

JUNIOR HIGH / MIDDLE SCHO	OL				
College and Career Awareness Digital Literacy	Word Processing				
HIGH SCHOOL	Word Flocessing				
SUPPORTING COURSES: Sug	gested high school courses that sup	port the Career Pathway	(Courses DO	NOT count towards the Pathway)	
Business Sales (coming 2025)	Influence and Conten	Influence and Content Marketing			
		Sports and Outdoor D	Sports and Outdoor Design 1 *		
EXPLORER COURSES: Choose	e one or more of the following cours	es.			
Accounting 1 * +	Business Office Specialist *	Entrepreneurship * +		Small Business Math *	
Business Communication 1 * +	Customer Service *	Exploring Business and Marketing		Sports and Recreation Marketing	
Business Communication 2	Digital Business Applications *	Marketing 1 * +		Web Development 1 *	
Business Law +	Digital Media 1 *	Real Estate			
Business Leadership 1 * +	Economics *	Retailing *			
CONCENTRATOR COURSES:	To be a concentrator you must pass	one of the following cou	rses AND on	e explorer course.	
Business Management *	Business Leadership 2				
COMPLETER COURSES: To be	e a completer you must pass a conc	entrator course and enou	gh courses to	o equal 3.0 credits in this Pathwa	
Business, Finance, and Marketin	ng Capstone				
CTE Internship		Apprenticeship			
POSTSECONDARY: There are	many options for education and trai	ning beyond high school.			
Utah System of Higher Education	n: ushe.edu (Utah's public colleges	and universities)	UtahMaiors	.org: Majors Guide	

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. 2-Year **Associate Degree** Certificate **Bachelor's Degree** N/A > Account Representative > Budget Analyst > Consumer Advocate > CTE Teacher > Dispute Resolution Analyst > Credit Counselor

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.

Advice to Students

"Taking CTE classes has helped me a lot. The classes are engaging while also being informative. I would suggest taking them because not only do you get a certificate you also learn a lot of valuable skills. There is no downside to CTE classes."

> Logan Burrell Future Business Owner

LEARN MORE ABOUT OCCUPATIONS AND WAGES

Business, Finance & Marketing

UtahCTE.org: Fact Sheet

Department of Workforce Services **Utah Occupational Explorer**

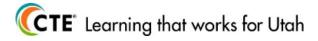
DECA | FBLA

> Financial Manager

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

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





Utah Career and Technical Education Career Pathway Chart 2024-2025 School Year



Career Cluster: Business, Finance & Marketing

Career Pathway: Finance

JUNIOR HIGH / MIDDLE SCH	100L					
College and Career Awarenes	ss					
Digital Literacy			Word Processing	Word Processing		
HIGH SCHOOL						
SUPPORTING COURSE: Sug	gested high sch	ool courses that supp	ort the Career Pathway (C	Courses DO N	OT count towards the Pathway)	
Business Management *			General Financial Lite	General Financial Literacy		
Digital Marketing *			International Sales	International Sales		
EXPLORER COURSES: Choo	ose one or more	of the following cours	ses.			
Accounting 1 * +	Business La	aw +	Entrepreneurship *		Retailing *	
Business Communication 1 *	Customer S	Service *	Exploring Business and I	Marketing	Small Business Math *	
Business Communication 2	Digital Busi	ness Applications *	Marketing 1 *		Sports and Recreation Marketing	
Business Office Specialist *	Economics	* +	Real Estate		Web Development 1 *	
CONCENTRATOR COURSES	S: To be a conc	entrator you must pas	s one of the following cour	rses AND on	e explorer course.	
Accounting 2 *	Accounting, Advanced		ed	Investing a	and Wealth Management	
COMPLETER COURSES : To	be a completer	you must pass a cond	centrator course and enou	gh courses to	o equal 3.0 credits in this Pathway.	
Business, Finance, and Marke	eting Capstone	_				
CTE Internship		Apprenticeship				
POSTSECONDARY: There a	re many options	for education and trai	ning beyond high school.			
Utah System of Higher Education: ushe.edu (Utah's public colleges and univers			and universities)	rsities) UtahMajors.org: Majors Guide		

^{*} 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.



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

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Advice to Students

"Being involved in CTE is a wonderful opportunity in high school. I encourage all high schoolers to be involved in CTE. Completing a CTE Pathway will help prepare you for college and your career by allowing you to learn so much more about business."

Will Marx Future Business Professional

LEARN MORE ABOUT OCCUPATIONS AND WAGES

Business, Finance & Marketing

UtahCTE.org: Fact Sheet

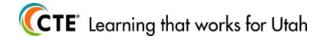
Department of Workforce Services
Utah Occupational Explorer

FBLA

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





Utah Career and Technical Education Career Pathway Chart 2024-2025 School Year



Career Cluster: Business, Finance & Marketing

Career Pathway: Marketing

JUNIOR HIGH / MIDDLE SCHOOL					
College and Career Awareness					
Digital Literacy			Word Processing		
HIGH SCHOOL					
SUPPORTING COURSE: Suggeste	d high sch	ool courses that support	the Career Pathway (C	ourses DO NO	T count towards the Pathway)
Business Management *		Fashion Design Merchandising		Web Development 2	
Business Sales		Fashion Merchandising	g, Advanced		
EXPLORER COURSES: Choose or	ne or more	of the following courses.		•	
Accounting 1 *	Custome	r Service *	Exploring Business and Marketing		Sports and Recreation Marketing +
Business Communication 1 *	Digital Business Applications *		Marketing 1 * +		Web Development 1 *
Business Communication 2 +	Digital Media 1 *		Real Estate		
Business Law +	Economics * Retailin		Retailing *		
Business Office Specialist *	Entrepreneurship * +		Small Business Math *		
CONCENTRATOR COURSES: To	be a conce	entrator you must pass or	ne of the following cours	ses AND one	explorer course.
Digital Marketing *			Influence and Content Marketing		
COMPLETER COURSES: To be a	completer	you must pass a concent	rator course and enoug	gh courses to	equal 3.0 credits in this Pathway.
Business, Finance, and Marketing 0	Capstone				
CTE Internship		Apprenticeship			
POSTSECONDARY: There are ma	ny options	for education and training	g beyond high school.		
Utah System of Higher Education: ushe.edu (Utah's public colleges and u			d universities)	UtahMajors.o	rg: <u>Majors Guide</u>

^{*} 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.

or more

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

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

Advice to Students

"The best classes I've taken are economics, accounting, financial literacy, and marketing. CTE classes are the best way to find out what kind of career you want to go into."

Lillian Stirling Future Marketer

LEARN MORE ABOUT OCCUPATIONS AND WAGES

Business, Finance & Marketing

UtahCTE.org: Fact Sheet

Department of Workforce Services
Utah Occupational Explorer

DECA

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

DECAdirect.org | UtahDECA.org | Utah DECA flyer



