

Career Cluster: Business, Finance & Marketing


Career Pathway: Business Administration

JUNIOR HIGH / MIDDLE SCHOOL			
College and Career Awareness			
Digital Literacy	Exploring Business and Marketing	Word Processing	
HIGH SCHOOL			
EXPLORER COURSES: Choose one or more of the following courses.			
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	
CONCENTRATOR COURSES: To be a concentrator you must pass one of the following courses AND one explorer course.			
Business Management *			
Business Leadership 2			
COMPLETER COURSES: To be a completer you must pass a concentrator course and enough courses to equal 3.0 credits in this Pathway.			
Business, Finance, and Marketing Capstone			
CTE Internship		Apprenticeship	
POSTSECONDARY: There are many options for education and training beyond high school.			
Utah System of Higher Education: ushe.edu (Utah's public colleges and universities)		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.

	1-2 Year Certificate	2-Year Associate Degree	4-Year Bachelor's Degree
	N/A	<ul style="list-style-type: none"> > Account Representative > Consumer Advocate > Dispute Resolution Analyst 	<ul style="list-style-type: none"> > Budget Analyst > CTE Teacher > Credit Counselor > 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

“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](https://deca.org) | [UtahDECA.org](https://utahdeca.org) | [Utah DECA flyer](#)
[FBLA-PBL.org](https://fbla-pbl.org) | [Utah-FBLA-PBL.org](https://utah-fbla-pbl.org) | [Utah FBLA flyer](#)






Career Cluster: Business, Finance & Marketing

Career Pathway: Business Information Management

JUNIOR HIGH / MIDDLE SCHOOL			
College and Career Awareness			
Creative Coding		Exploring Business and Marketing	
Digital Literacy		Word Processing	
HIGH SCHOOL			
EXPLORER COURSES: Choose one or more of the following courses.			
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 *
CONCENTRATOR COURSES: To be a concentrator you must pass one of the following courses AND one explorer course.			
Business Office Specialist *			
Digital Business Applications *			
COMPLETER COURSES: To be a completer you must pass a concentrator course and enough courses to equal 3.0 credits in this Pathway.			
Business and Marketing Capstone			
CTE Internship		Apprenticeship	
POSTSECONDARY: There are many options for education and training beyond high school.			
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* 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 Certificate	2-Year Associate Degree	4-Year Bachelor's Degree
	N/A		> Desktop Publisher > Legal Assistant/Paralegal > Web Developer

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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

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[Utah Occupational Explorer](#)

FBLA

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

[FBLA-PBL.org](https://fbla-pbl.org) | Utah-FBLA-PBL.org
[Utah FBLA flyer](#)





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 high school courses that support the Career Pathway (Courses DO NOT count towards the Pathway)		
General Financial Literacy		
EXPLORER COURSES: 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 *
CONCENTRATOR COURSES: To be a concentrator you must pass one of the following courses AND one explorer course.		
Accounting 2 *	Accounting, Advanced	Investing and Wealth Management
COMPLETER COURSES: To be a completer you must pass a concentrator course and enough courses to equal 3.0 credits in this Pathway.		
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There are several options for education and training beyond high school, depending on your career goals.

	1-2 Year Certificate	2-Year Associate Degree	4-Year Bachelor's Degree
	N/A	N/A	<ul style="list-style-type: none"> > Accountant > Auditor > CTE Teacher > Financial Manager

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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

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Department of Workforce Services
[Utah Occupational Explorer](#)

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[Utah FBLA flyer](#)






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Career Pathway: Marketing

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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 concentrator you must pass one of the following courses AND one explorer course.		
Digital Marketing *		
Retailing *		
COMPLETER COURSES: To be a completer you must pass a concentrator course and enough courses to equal 3.0 credits in this Pathway.		
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		N/A	N/A

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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

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DECA

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