

# Business, Finance & Marketing

The **Business, Finance & Marketing** Career Cluster 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.



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



## UTAH CAREER AND TECHNICAL EDUCATION (CTE) CAREER PATHWAYS ALIGN WITH THE NATIONAL CAREER CLUSTERS®.

# 15,685

students concentrated in a CTE Career Pathway within the **Business, Finance & Marketing** Career Cluster, with 172,020 students enrolled in CTE courses. (SY 2020-2021)

CTE provides all students access to high-quality rigorous career focused programs that result in attainment of credentials with labor market value.

## TOP THREE

**CTE Skill Certifications** earned by students in CTE Career Pathways within the **Business, Finance & Marketing** Career Cluster. (SY 2020-2021)

**4,780** Bus.Office Specialist

**2,057** Digital Graphic Arts, Intro

**1,730** Digital Business Apps.

# 16,249

CTE Skill Certifications earned by students in this Career Cluster. (SY 2020-2021)

# 1,236

Third-party certifications earned by students in the **Business, Finance & Marketing** Career Cluster.

(SY 2020-2021)

# 45.6%\*

of students statewide **concentrated** in a CTE Career Pathway.

A concentrator is a student who has completed specific requirements in a single CTE program of study.

# 16%\*

of students statewide **completed** a CTE Career Pathway.

A completer is a student who has completed specific course requirements and earned 3.0 credits in a single CTE program of study.

\* Perkins V strengthens the requirements for a student to become a concentrator and completer. Percentages have decreased over prior years as a result of the new Perkins V definitions.

## Student Success

"The [Microsoft Office Specialist] certifications helped me land my current job at Lowe's Home Improvement. I am the manager there and perform all of the administrative functions. I do all of the accounting, book-keeping, data entry, and reporting. I'm using Microsoft Office daily, especially Excel."

Andrew McLay

# 3,238

students are members of a Career and Technical Student Organization (CTSO) aligned with the **Business, Finance & Marketing** Career Cluster. Students who participate in the related CTE Career Pathways have the opportunity to join the Career and Technical Student Organization (CTSO) of **DECA** or **FBLA**. (SY 2020-2021)

[UtahDECA.org](http://UtahDECA.org) | [DECAdirect.org](http://DECAdirect.org)  
[Utah-FBLA-pbl.org](http://Utah-FBLA-pbl.org) | [FBLA-pbl.org](http://FBLA-pbl.org)


## CTE Career Pathways

Through participation in CTE Career Pathways students learn how to become productive employees and gain the academic skills to increase their earning potential while still in high school. Utah CTE Career Pathways are categorized by Career Cluster and each Career Pathway culminates in an industry-recognized credential of value.

### Business, Finance & Marketing Career Cluster

#### Utah CTE Career Pathways: (SY 2022-2023)

- > Accounting & Finance
- > Business Administration
- > Business Information Management
- > Marketing

 **CTE** Learning that works for Utah

Data Represents 2020-2021 Secondary Education  
Source of Data: Utah State Board of Education

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Utah State Board of Education | 250 East 500 South | P.O. Box 144200 | Salt Lake City, UT 84114-4200  
Sydney Dickson, Ed.D., State Superintendent of Public Instruction  
Thalea Longhurst, State Director of Career and Technical Education

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