



Career Cluster: Business, Finance & Marketing

Career Pathway: Business

JUNIOR HIGH / MIDDLE SCHOOL			
College and Career Awareness			
Digital Literacy		Word Processing	
HIGH SCHOOL			
SUPPORTING COURSES: Suggested high school courses that support the Career Pathway (Courses DO NOT count towards the Pathway)			
Business Sales (coming 2025)		Influence and Content Marketing	
		Sports and Outdoor Design 1 *	
EXPLORER COURSES: Choose one or more of the following courses.			
Accounting 1 * +	Business Office Specialist *	Entrepreneurship * +	Small Business Math and Startup *
Business Communication 1 * +	Customer Service *	Exploring Business, Marketing and Finance	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 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.			
	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.

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

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

[DECA Direct.org](#) | [UtahDECA.org](#) | [Utah DECA flyer](#)
[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		Word Processing	
HIGH SCHOOL			
SUPPORTING COURSE: Suggested high school courses that support the Career Pathway (Courses DO NOT count towards the Pathway)			
Business Management *		General Financial Literacy	
Digital Marketing *		International Sales	
EXPLORER COURSES: Choose one or more of the following courses.			
Accounting 1 * +	Business Law +	Entrepreneurship *	Retailing *
Business Communication 1 *	Customer Service *	Exploring Business, Marketing and Finance	Small Business Math and Startup *
Business Communication 2	Digital Business Applications *	Marketing 1 *	Sports and Recreation Marketing
Business Office Specialist *	Economics * +	Real Estate	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.			
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.

	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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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

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






Career Cluster: Business, Finance & Marketing

Career Pathway: Marketing

JUNIOR HIGH / MIDDLE SCHOOL			
College and Career Awareness			
Digital Literacy		Word Processing	
HIGH SCHOOL			
SUPPORTING COURSE: Suggested high school courses that support the Career Pathway (Courses DO NOT count towards the Pathway)			
Business Management *	Fashion Design Merchandising	Web Development 2	
Business Sales	Fashion Merchandising, Advanced		
EXPLORER COURSES: Choose one or more of the following courses.			
Accounting 1 *	Customer Service *	Exploring Business, Marketing and Finance	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 *	Retailing *	
Business Office Specialist *	Entrepreneurship * +	Small Business Math and Startup *	
CONCENTRATOR COURSES: To be a concentrator you must pass one of the following courses AND one explorer course.			
Digital Marketing *		Influence and Content Marketing	
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			
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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.			
	Certificate	2-Year Associate Degree	4-Year Bachelor's Degree
	N/A	N/A	<ul style="list-style-type: none"> > Art Director > CTE Teacher > Editor > Graphic Designer

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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

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[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](#)

