



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](#)

