



## Career Cluster: Marketing

### Career Pathway: Marketing

JUNIOR HIGH / MIDDLE SCHOOL			
College and Career Awareness			
Digital Literacy		Word Processing	
HIGH SCHOOL			
<b>SUPPORTING COURSE:</b> Suggested high school courses that support the Career Pathway (Courses DO NOT count towards the Pathway)			
Business Management * (IB)		Fashion Merchandising, Advanced	
Fashion Design Merchandising		Web Development 2	
<b>EXPLORER COURSES:</b> Choose one or more of the following courses.			
Accounting 1 *	Customer Service *	Exploring Business, Finance, and Marketing	Sports and Outdoor Recreation Marketing +
Business Communication 1 *	Digital Business Applications *	Marketing 1 * +	Web Development 1 *
Business Communication 2 +	Digital Media 1 *	Real Estate	
Business Law +	Economics * (IB)	Retailing *	
Business Office Specialist *	Entrepreneurship * +	Small Business Math *	
<b>CONCENTRATOR COURSES:</b> To be a concentrator you must pass one of the following courses AND one explorer course.			
Digital Marketing *		Influence and Content Marketing	
<b>COMPLETER COURSES:</b> 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		<a href="#">Apprenticeship</a>	
<b>POSTSECONDARY:</b> There are many options for education and training beyond high school.			
Utah System of Higher Education: <a href="http://ushe.edu">ushe.edu</a> (Utah's public colleges and universities)		UtahMajors.org: <a href="#">Majors Guide</a>	

\* 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
	<ul style="list-style-type: none"> <li>&gt; Brand Manager</li> <li>&gt; E-commerce Specialist</li> <li>&gt; Social Media Manager</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Advertising Sales Rep.</li> <li>&gt; Public Relations Assistant</li> <li>&gt; Marketing Research Assistant</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Art Director</li> <li>&gt; CTE Teacher</li> <li>&gt; Editor</li> <li>&gt; Graphic Designer</li> </ul>

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

“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

#### Marketing

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

### DECA

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

[DECAdirect.org](http://DECAdirect.org) | [UtahDECA.org](http://UtahDECA.org) | [Utah DECA flyer](#)

