

CAREER CLUSTER

Career Cluster: Marketing

Career Pathway: Marketing

JUNIOR HIGH / MIDDLE SCHO	OL			
College and Career Awareness				
Digital Literacy		Word Processing		
HIGH SCHOOL				
SUPPORTING COURSE: Sugge	ested high school courses that suppo	rt the Career Pathway (Courses DO I	NOT count towards the Pathway)	
Business Management * (IB)		Fashion Merchandising, Advanced		
Fashion Design Merchandising		Web Development 2		
EXPLORER COURSES: Choose	e one or more of the following course	s.		
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 *		
CONCENTRATOR COURSES:	To be a concentrator you must pass	one of the following courses AND or	ne explorer course.	
Digital Marketing *		Influence and Content Marketing		
COMPLETER COURSES: To be	e a completer you must pass a conce	ntrator 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 train	ing beyond high school.		
Utah System of Higher Education: ushe.edu (Utah's public colleges and un		niversities) UtahMajors	UtahMajors.org: Majors Guide	
* concurrent enrollment course	+ recommended explorer course	1		
	IOOL TO POSTSECONI			

nore COLLEC	Certificate	2-Year Associate Degree	4-Year Bachelor's Degree
	> Brand Manager > E-commerce Specialist > Social Media Manager	 > Advertising Sales Rep. > Public Relations Assistant > Marketing Research Assistant 	> Art Director > CTE Teacher > Editor > Graphic Designer

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

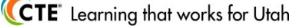
Department of Workforce Services Utah Occupational Explorer

DECA

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

DECAdirect.org | UtahDECA.org | Utah DECA flyer





Published January 2025