




Career Cluster: Business, Finance & Marketing

Career Pathway: Marketing

JUNIOR HIGH / MIDDLE SCHOOL		
College and Career Awareness		
Digital Literacy	Exploring Business and Marketing	Word Processing
HIGH SCHOOL		
EXPLORER COURSES: Choose one or more of the following courses.		
Accounting 1 *	Customer Service *	Real Estate
Business Communication 1 *	Digital Media 1 *	Sports and Entertainment Marketing +
Business Communication 2 +	Economics *	Web Development 1 *
Business Law	Entrepreneurship * +	
Business Math and Personal Finance *	Marketing 1 * +	
CONCENTRATOR COURSES: To be a concentrator you must pass one of the following courses AND one explorer course.		
Digital Marketing *		
Retailing *		
COMPLETER COURSES: To be a completer you must pass a concentrator course and enough courses to equal 3.0 credits in this Pathway.		
Business 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.			
	1-2 Year Certificate	2-Year Associate Degree	4-Year Bachelor's Degree
		N/A	N/A

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.

Student Testimonial

“The business and marketing courses I have taken in high school have really influenced me in the direction I would like to go for my future education and career.”

Rory James Pollard
 Fremont High School

LEARN MORE ABOUT OCCUPATIONS AND WAGES

Business, Finance & Marketing

UtahCTE.org: [Fact Sheet](#)
 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](#)

