The Business, Finance & Marketing Career Cluster focuses on preparing students for employment in careers that relate to the planning, managing, organizing, directing and evaluating business functions essential to efficient and productive business operations.

## UTAH CAREER AND TECHNICAL EDUCATION (CTE) CAREER PATHWAYS ALIGN WITH THE NATIONAL CAREER CLUSTERS®.

<table>
<thead>
<tr>
<th>Students</th>
<th>Concentration</th>
<th>Completion</th>
</tr>
</thead>
<tbody>
<tr>
<td>27,550</td>
<td>Business, Finance &amp; Marketing</td>
<td>45.9%</td>
</tr>
</tbody>
</table>

- Students statewide concentrated in a CTE Career Pathway within the Business, Finance & Marketing Career Cluster, with 171,489 students enrolled in CTE courses. (SY 2019-2020)
- CTE provides all students access to high-quality rigorous career focused programs that result in attainment of credentials with labor market value.

### TOP THREE CTE Skill Certifications

<table>
<thead>
<tr>
<th>Certification</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus. Office Specialist</td>
<td>2,498</td>
</tr>
<tr>
<td>Digital Graphic Arts, Intro</td>
<td>1,950</td>
</tr>
<tr>
<td>Accounting 1</td>
<td>946</td>
</tr>
</tbody>
</table>

- 11,757 CTE Skill Certifications earned by students in this Career Cluster. (SY 2019-2020)

### Student Success

“The [Microsoft Office Specialist] certifications helped me land my current job at Lowe’s Home Improvement. I am the manager there and perform all of the administrative functions. I do all of the accounting, bookkeeping, data entry, and reporting. I’m using Microsoft Office daily, especially Excel.”

Andrew McLay

### 5,633 students are members of a Career and Technical Student Organization (CTSO) aligned with the Business, Finance & Marketing Career Cluster. Students who participate in the related CTE Career Pathways have the opportunity to join the Career and Technical Student Organization (CTSO) of DECA or FBLA. (SY 2019-2020)

UtahDECA.org | DECAdirect.org  
Utah-FBLA-pbl.org | FBLA-pbl.org

### CTE Career Pathways

Through participation in CTE Career Pathways students learn how to become productive employees and gain the academic skills to increase their earning potential while still in high school. Utah CTE Career Pathways are categorized by Career Cluster and each Career Pathway culminates in an industry-recognized credential of value.

#### Utah CTE Career Pathways: (SY 2020-2021)

- Accounting & Finance
- Business Administration
- Business Information Management
- Marketing

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Sydnee Dickson, Ed.D., State Superintendent of Public Instruction  
Thalea Longhurst, State Director of Career and Technical Education

Utah CTE classes are open to all qualified students without regard to race, color, national origin, sex, disability, or age.