




**Career Cluster: Business, Finance & Marketing**

**Career Pathway: Accounting & Finance**

JUNIOR HIGH / MIDDLE SCHOOL		
College and Career Awareness		
Digital Literacy	Exploring Business and Marketing	Word Processing
HIGH SCHOOL		
<b>EXPLORER COURSES:</b> Choose one or more of the following courses.		
Accounting 1 * +	Business Math and Personal Finance *	Marketing 1 *
Business Communication 1 *	Customer Service *	Real Estate
Business Communication 2	Economics * +	Sports and Entertainment Marketing
Business Law	Entrepreneurship *	Web Development 1 *
<b>CONCENTRATOR COURSES:</b> To be a concentrator you must pass one of the following courses AND one explorer course.		
Accounting 2 *		
Accounting, Advanced		
<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 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.			
	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**

“Because of my CTE Internship, I am going to be more prepared when I go into the field of accounting. I will be able to understand and apply it to real hands-on learning experiences.”

Brayden Austin  
 Sky View High School

**LEARN MORE ABOUT OCCUPATIONS AND WAGES**

**Business, Finance & Marketing**

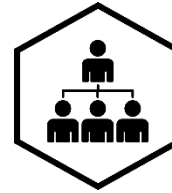
UtahCTE.org: [Fact Sheet](#)  
 Department of Workforce Services  
[Utah Occupational Explorer](#)

**FBLA**

is the Career and Technical Student Organization (CTSO) for students in the Accounting & Finance Career Pathway.

[FBLA-PBL.org](http://FBLA-PBL.org) | [Utah-FBLA-PBL.org](http://Utah-FBLA-PBL.org)  
[Utah FBLA flyer](#)






**Career Cluster: Business, Finance & Marketing**

**Career Pathway: Business Administration**

JUNIOR HIGH / MIDDLE SCHOOL			
College and Career Awareness			
Digital Literacy	Exploring Business and Marketing	Word Processing	
HIGH SCHOOL			
<b>EXPLORER COURSES:</b> Choose one or more of the following courses.			
Accounting 1 * +	Business Math and Personal Finance *	Entrepreneurship * +	Sports and Entertainment Marketing
Business Communication 1 * +	Customer Service *	Business Leadership 1 * +	Web Development 1 *
Business Communication 2	Digital Media 1 *	Marketing 1 * +	
Business Law +	Economics *	Real Estate	
<b>CONCENTRATOR COURSES:</b> To be a concentrator you must pass one of the following courses AND one explorer course.			
Business Management *			
Business Leadership 2			
<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 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="https://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.			
	1-2 Year Certificate	2-Year Associate Degree	4-Year Bachelor's Degree
	N/A		> Account Representative > Consumer Advocate > Dispute Resolution Analyst

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**Student Testimonial**

**“Taking Business Management** sparked my interest to pursue a business degree. Taking advantage of the CTE program ultimately helped to pinpoint my career trajectory.”

Andrew Nadauld  
 Murray High School

**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 Administration Career Pathway.

[DECAdirect.org](https://deca.org) | [UtahDECA.org](https://utahdeca.org) | [Utah DECA flyer](#)  
[FBLA-PBL.org](https://fbla-pbl.org) | [Utah-FBLA-PBL.org](https://utah-fbla-pbl.org) | [Utah FBLA flyer](#)






**Career Cluster: Business, Finance & Marketing**

**Career Pathway: Business Information Management**

JUNIOR HIGH / MIDDLE SCHOOL			
College and Career Awareness			
Creative Coding	Exploring Business and Marketing		
Digital Literacy	Word Processing		
HIGH SCHOOL			
<b>EXPLORER COURSES:</b> Choose one or more of the following courses.			
Accounting 1 *	Business Law	Database Development * +	Entrepreneurship *
Business Communication 1 * +	Business Math and Personal Finance *	Digital Media 1 *	Information Technology, Intro +
Business Communication 2	Customer Service * +	Economics *	Web Development 1 *
<b>CONCENTRATOR COURSES:</b> To be a concentrator you must pass one of the following courses AND one explorer course.			
Business Office Specialist *			
Digital Business Applications *			
<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 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="https://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.			
	1-2 Year Certificate	2-Year Associate Degree	4-Year Bachelor's Degree
	N/A		> Desktop Publisher > Legal Assistant/Paralegal > Web Developer

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**Student Testimonial**

"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."

Andrew McLay  
 Murray High School

**LEARN MORE ABOUT OCCUPATIONS AND WAGES**

**Business, Finance & Marketing**

UtahCTE.org: [Fact Sheet](#)

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

**FBLA**

is the Career and Technical Student Organization (CTSO) for students in the Business Information Management Career Pathway.

[FBLA-PBL.org](#) | [Utah-FBLA-PBL.org](#)  
[Utah FBLA flyer](#)






**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		
<b>EXPLORER COURSES:</b> 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 * +	
<b>CONCENTRATOR COURSES:</b> To be a concentrator you must pass one of the following courses AND one explorer course.		
Digital Marketing *		
Retailing *		
<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.		
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**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

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**Business, Finance & Marketing**

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 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](#)

