

Business, Finance & Marketing



**Business, Finance
& Marketing**
Utah Career and Technical Education
CAREER CLUSTERS

Business, Finance & Marketing 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.



CAREER PATHWAYS

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

Each CTE Career Pathway culminates in an industry recognized credential of value.

FACTS

- > Nationwide, employment in business and financial occupations is projected to grow 8 percent through the year 2030.¹
- > Professional and business services makeup nearly 13 percent of Utah's employment base.¹
- > For a decade, Forbes has ranked Utah a top-three Best State for Business, including six times in the number one spot.
- > In Utah, the annual occupation growth rate for accountants and auditors is 3.5 percent through the year 2028.²
- > In July 2021, CNBC named Utah the #3 Best State for Business.
- > In Utah, small businesses represent 99.3 percent of all businesses in the state. (A small business is one with fewer than 500 employees.)³

¹ Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*

² Utah Department of Workforce Services

³ U.S. Small Business Administration, Office of Advocacy, *Utah Small Business Profile, 2020*

“The CTE classes I was involved in helped prepare me for success in a business administrative program.”

Participation in and completion of a CTE Career Pathway will provide you with the academic knowledge and technical skills to successfully compete in a global economy. Learn about Career and Technical Education and the **Business, Finance & Marketing Career Cluster** at UtahCTE.org.