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

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.