

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

- > Professional and business services makeup nearly 13 percent of Utah's employment base.¹
- > Since 2009, Forbes has ranked Utah a top-three Best State for Business, including six times in the number one spot.
- > In November 2019, Forbes named Utah the #1 Best State for Entrepreneurs.
- > In July 2019, CNBC named Utah the #4 Best State for Business.
- > In August 2019, Inc. named Utah the #2 Best Place in American to Start a Business.
- > Professional and business services makeup nearly 13 percent of Utah's employment base.¹
- > There are more than 56,000 small businesses in Utah. (A small business is one with fewer than 500 employees.)²

¹ Utah Department of Workforce Services | ² U.S. Small Business Administration

“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.