

# Business, Marketing, and Finance Career Cluster

The Business, Marketing, and Finance career cluster focuses on careers in planning, organizing, directing, and evaluating business functions essential to efficient and productive business operations. This career cluster includes occupations ranging from business owner and entrepreneur to accountant, retail manager, and market analyst.

## Statewide Program of Study: *Marketing and Sales*

The Marketing and Sales program of study focuses on occupational and educational opportunities associated with collecting information to estimate potential sales of a product or service and create campaigns to market or distribute goods and services. It includes applying data related to customer demographics, preferences, needs, and buying habits.

### Secondary Courses for High School Credit

- Level 1**
  - Principles of Business, Marketing, and Finance
  - Digital Media

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- Level 2**
  - Marketing
  - Sports and Entertainment Marketing
  - Fashion Marketing
  - Virtual Business
  - Digital Design and Media Production
  - Entrepreneurship I

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- Level 3**
  - Introduction to Event and Meeting Planning
  - Fundamentals of Real Estate
  - Sports and Entertainment Marketing II
  - Advertising
  - Social Media Marketing
  - Insurance Operations
  - Retail Management

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- Level 4**
  - Advanced Marketing
  - Statistics and Business Decision Making
  - Practicum in Marketing
  - Practicum in Marketing + Extended Practicum in Marketing
  - Practicum in Entrepreneurship
  - Practicum in Entrepreneurship + Extended Practicum in Entrepreneurship
  - Career Preparation for Programs of Study
  - Career Preparation for Programs of Study + Extended Career Preparation

### Aligned Advanced Academic Courses

<b>AP or IB</b>	AP Statistics
<b>Dual Credit</b>	Dual credit offerings will vary by local education agency.

*Students should be advised to consider these course opportunities to enrich their preparation. AP or IB courses not listed under the Secondary Courses for High School Credit section of this framework document do not count towards concentrator/completer status for this program of study.*

### Work-Based Learning and Expanded Learning Opportunities

<b>Work-Based Learning Activities</b>	<ul style="list-style-type: none"> <li>• Intern at a marketing and advertising company</li> <li>• Job shadow a pharmaceutical sales representative</li> <li>• Intern at a local retail company</li> </ul>
<b>Expanded Learning Opportunities</b>	<ul style="list-style-type: none"> <li>• Job shadow an account representative at a marketing firm</li> <li>• Participate in BPA, DECA, FBLA, or related UIL events</li> </ul>

### Aligned Industry-Based Certifications

- Business of Retail: Certified Specialist
- Certified Insurance Service Representative
- Customer Service and Sales: Certified Specialist
- Entrepreneurship and Small Business
- Facebook Digital Marketing Associate Certification
- Retail Merchandising - Job Ready
- Stukent Social Media Marketing Certification
- Real Estate Sales Agent License



### Example Postsecondary Opportunities

#### Associate Degrees

- Marketing/Marketing Management
- Retail Management

#### Bachelor's Degrees

- Business Administration
- Marketing/Marketing Management
- Fashion Merchandising

#### Master's, Doctoral, and Professional Degrees

- Business Administration
- Applied Economics
- Business Analytics

#### Additional Stackable IBCs/License

- Salesforce
- Service Contract Providers



### Example Aligned Occupations

#### Retail Salespersons

Median Wage: \$28,356  
Annual Openings: 56,132  
10-Year Growth: 15%

#### Market Research Analysts

Median Wage: \$60,926  
Annual Openings: 5,688  
10-Year Growth: 35%

#### Sales Managers

Median Wage: \$123,729  
Annual Openings: 3,368  
10-Year Growth: 21%

Data Source: TexasWages, Texas Workforce Commission. Retrieved 3/8/2024.



For more information visit:  
<https://tea.texas.gov/academics/college-career-and-military-prep/career-and-technical-education/programs-of-study-additional-resources>



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## Statewide Program of Study: *Marketing and Sales*

### Course Information

Level 1

Course	Prerequisites   Corequisites	Career Clusters
Principles of Business, Marketing, and Finance* 13011200 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Digital Media 13027800 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	

Level 2

Course	Prerequisites   Corequisites	Career Clusters
Marketing* N1303424 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing and Finance Recommended Corequisites: None	
Sports and Entertainment Marketing 13034600 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing and Finance Recommended Corequisites: None	
Fashion Marketing 13034300 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing and Finance Recommended Corequisites: None	
Virtual Business* 13012000 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Touch System Data Entry Recommended Corequisites: None	
Digital Design and Media Production 03580400 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Entrepreneurship I* 13011101 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing and Finance Recommended Corequisites: None	

\* Indicates course is included in more than one program of study.

For additional information on the **Business, Marketing, and Finance** career cluster, contact [cte@tea.texas.gov](mailto:cte@tea.texas.gov) or visit <https://tea.texas.gov/cte>



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Marketing and Sales











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### Course Information

Level 3

Course	Prerequisites   Corequisites	Career Clusters
<b>Introduction to Event and Meeting Planning*</b> N1302269 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Principles of Hospitality and Tourism, Hotel management and/or Travel and Tourism Management <b>Recommended Corequisites:</b> None	 
<b>Fundamentals of Real Estate*</b> N1301120 (2 credits)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	
<b>Sports and Entertainment Marketing II</b> N1303422 (0.5 credit)	<b>Prerequisites:</b> Sports and Entertainment Marketing <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Principles of Business, Marketing, and Finance <b>Recommended Corequisites:</b> None	
<b>Advertising*</b> 13034200 (0.5 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Principles of Business, Marketing, and Finance <b>Recommended Corequisites:</b> None	
<b>Social Media Marketing</b> 13034650 (0.5 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Principles of Business, Marketing, and Finance <b>Recommended Corequisites:</b> None	
<b>Insurance Operations*</b> 13016500 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Principles of Business, Marketing, and Finance <b>Recommended Corequisites:</b> None	
<b>Retail Management*</b> N1303420 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Principles of Business, Marketing, and Finance <b>Recommended Corequisites:</b> None	

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# Business, Marketing, and Finance Career Cluster

## Statewide Program of Study: *Marketing and Sales*

### Course Information

Level 4

Course	Prerequisites   Corequisites	Career Clusters
<b>Advanced Marketing</b> 13034700 (2 credits)	<b>Prerequisites:</b> One credit from the courses in the Marketing career cluster <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Practicum in Marketing <b>Recommended Corequisites:</b> None	
<b>Statistics and Business Decision Making*</b> 13016900 (1 credit)	<b>Prerequisites:</b> Algebra II <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	
<b>Practicum in Marketing*</b> First Time Taken: 13034800 (2 credits) Second Time Taken: 13034810 (2 credits)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Principles of Business, Marketing, and Finance <b>Recommended Corequisites:</b> None	
<b>Practicum in Marketing + Extended Practicum in Marketing*</b> First Time Taken: 13034805 (3 credits) Second Time Taken: 13034815 (3 credits)	<b>Prerequisites:</b> None <b>Corequisites:</b> Practicum in Marketing <b>Recommended Prerequisites:</b> Principles of Business, Marketing, and Finance <b>Recommended Corequisites:</b> None	
<b>Practicum in Entrepreneurship*</b> First Time Taken: 13011111 (2 credits)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Entrepreneurship I and Entrepreneurship II or successful completion of at least two courses in a CTE program of study <b>Recommended Corequisites:</b> None	
<b>Practicum in Entrepreneurship + Extended Practicum in Entrepreneurship*</b> First Time Taken: 13011121 (3 credits)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Entrepreneurship I and Entrepreneurship II or successful completion of at least two courses in a CTE program of study <b>Recommended Corequisites:</b> None	

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### Course Information

Level 4

Course	Prerequisites   Corequisites	Career Clusters
<b>Career Preparation for Programs of Study*</b> First Time Taken: 12701121 (2 credits)	<b>Prerequisites:</b> At least one Level 2 or higher CTE course <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	
<b>Career Preparation for Programs of Study + Extended Career Preparation*</b> First Time Taken: 12701141 (3 credits)	<b>Prerequisites:</b> At least one Level 2 or higher CTE course <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	

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