

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: Real Estate

The Real Estate program of study focuses on occupational and educational opportunities associated with financing, selling, and contracting real estate. This program of study includes management, economics, marketing, and financial principles of real estate evaluation. It also addresses commercial real estate including lending, developing, brokering, and financing.

Secondary Courses for High School Credit

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|----------------|---|
| Level 1 | <ul style="list-style-type: none"> Principles of Business, Marketing, and Finance Professional Communications |
| Level 2 | <ul style="list-style-type: none"> Interior Design I Entrepreneurship I Business Law Financial Mathematics Marketing |
| Level 3 | <ul style="list-style-type: none"> Fundamentals of Real Estate Insurance Operations Financial Analysis |
| Level 4 | <ul style="list-style-type: none"> Commercial Lending and Real Estate (TBD) Practicum in Business Management Practicum in Business Management + Extended Practicum in Business Management 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

Dual Credit 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

Work-Based Learning Activities	<ul style="list-style-type: none"> Intern with a local real estate company or commercial realtor Job shadow a property manager or local realtor Conduct informational interviews with employees at a real estate investment company
Expanded Learning Opportunities	<ul style="list-style-type: none"> Participate in BPA, DECA, FBLA, or UIL-related events Explore student membership in related professional organizations

Aligned Industry-Based Certifications

- Customer Service and Sales: Certified Specialist
- Stukent Social Media Marketing Certification
- Real Estate Sales Agent License



Example Postsecondary Opportunities

Associate Degrees

- Business Administration and Management
- Real Estate

Bachelor's Degrees

- Business Administration and Management
- Real Estate

Master's, Doctoral, and Professional Degrees

- Business Administration and Management
- Parks, Recreation, and Leisure Facilities Management

Additional Stackable IBCs/License

- Real Estate Broker



Example Aligned Occupations

Real Estate Sales Agents

Median Wage: \$50,746
Annual Openings: 5,058
10-Year Growth: 15%

Property, Real Estate, and Community Association Managers

Median Wage: \$59,788
Annual Openings: 3,457
10-Year Growth: 15%

Title Examiners, Abstractors, and Searchers

Median Wage: \$58,593
Annual Openings: 819
10-Year Growth: 12%

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: *Real Estate*

Course Information

	Course	Prerequisites Corequisites	Career Clusters
Level 1	Principles of Business, Marketing, and Finance* 13011200 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
	Professional Communications 13009900 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Level 2	Interior Design I 13004300 (1 credit)	Prerequisites: Algebra I and English I Corequisites: None Recommended Prerequisites: Principles of Architecture and Principles of Construction or Architectural Design I Recommended Corequisites: None	
	Entrepreneurship I* 13011101 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing and Finance Recommended Corequisites: None	
	Business Law* 13011700 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
	Financial Mathematics* 13018000 (1 credit)	Prerequisites: Algebra I Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
	Marketing* N1303424 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing and Finance Recommended Corequisites: None	
Level 3	Fundamentals of Real Estate* N1301120 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
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* 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 or visit <https://tea.texas.gov/cte>



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Course Information

Level 3

Course	Prerequisites Corequisites	Career Clusters
Insurance Operations* 13016500 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance Recommended Corequisites: None	
Financial Analysis* 13016800 (1 credit)	Prerequisites: Accounting I Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	

Level 4

Course	Prerequisites Corequisites	Career Clusters
Commercial Lending and Real Estate TBD (TBD Credit)	Prerequisites: TBD Corequisites: TBD Recommended Prerequisites: TBD Recommended Corequisites: TBD	
Practicum in Business Management* First Time Taken: 13012200 (2 credits) Second Time Taken: 13012210 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Touch System Data Entry and Business Management or Business Information Management II Recommended Corequisites: None	
Practicum in Business Management + Extended Practicum in Business Management* First Time Taken: 13012205 (3 credits) Second Time Taken: 13012215 (3 credits)	Prerequisites: None Corequisites: Practicum in Business Management Recommended Prerequisites: Touch System Data Entry and Business Management or Business Information Management II Recommended Corequisites: None	
Practicum in Entrepreneurship* First Time Taken: 13011111 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Entrepreneurship I and Entrepreneurship II or successful completion of at least two courses in a CTE program of study Recommended Corequisites: None	

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Course Information

Level 4

Course	Prerequisites Corequisites	Career Clusters
Practicum in Entrepreneurship + Extended Practicum in Entrepreneurship* First Time Taken: 13011121 (3 credits)	Prerequisites: None Corequisites: Practicum in Entrepreneurship Recommended Prerequisites: Entrepreneurship I and Entrepreneurship II or successful completion of at least two courses in a CTE program of study Recommended Corequisites: None	
Career Preparation for Programs of Study* First Time Taken: 12701121 (2 credits)	Prerequisites: At least one Level 2 or higher CTE course Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Career Preparation for Programs of Study + Extended Career Preparation* First Time Taken: 12701141 (3 credits)	Prerequisites: : At least one Level 2 or higher CTE course Corequisites: Career Preparation for Programs of Study Recommended Prerequisites: None Recommended Corequisites: None	

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