

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.

Regional Program of Study: Retail Management

Approved in ESC Regions 4, 19, and 20

** The list of approved ESC regions is updated every school year. Be sure to check the CTE regional program of study website for updates.*

The Retail Management regional program of study focuses on occupational and educational opportunities associated with driving sales through innovative approaches and strategic planning. It includes product development, customer intercepts, package engineering, and organizational development. This program of study also addresses human resources, advertising, social media, logistics, and employee relationships.



Secondary Courses for High School Credit

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|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Level 1 | <ul style="list-style-type: none"> Principles of Business, Marketing, and Finance |
| Level 2 | <ul style="list-style-type: none"> Foundations of User Experience (UX) |
| Level 3 | <ul style="list-style-type: none"> Retail Management Human Resources Management Advertising |
| Level 4 | <ul style="list-style-type: none"> Practicum in Business Management Practicum in Business Management + Extended Practicum in Business Management 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.
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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 regional program of study.

Work-Based Learning and Expanded Learning Opportunities

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|----------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Work-Based Learning Activities | <ul style="list-style-type: none"> Intern with a purchasing manager at a retail company Intern as a retail buyer for a local business or corporation Shadow a visual merchandiser for a retail chain |
| Expanded Learning Opportunities | <ul style="list-style-type: none"> Conduct an informational interview with an account representative at a marketing firm Participate in BPA, DECA, FBLA, or UIL-related events |

Aligned Industry-Based Certifications

- Business of Retail: Certified Specialist
- Customer Service and Sales: Certified Specialist
- Entrepreneurship and Small Business
- Stukent Social Media Marketing Certification
- Retail Merchandising - Job Ready



Example Postsecondary Opportunities

Associate Degrees

- Retail Management
- Purchasing Management

Bachelor's Degrees

- Logistics, Materials, and Supply Chain Management
- Retail Management

Master's, Doctoral, and Professional Degrees

- Logistics and Supply Chain Management
- Purchasing Management

Additional Stackable IBCs/License

- Certified Retail Management Expert



Example Aligned Occupations

Retail Salespersons

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

First-Line Supervisors of Retail Sales Workers

Median Wage: \$40,903
Annual Openings: 15,938
10-Year Growth: 8%

Purchasing Managers

Median Wage: \$126,597
Annual Openings: 661
10-Year Growth: 20%

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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Regional Program of Study: *Retail Management*

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	 
Level 2	Foundations of User Experience (UX)* N1302809 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	  
Level 3	Retail Management* N1303420 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance Recommended Corequisites: None	
	Human Resources Management* 13011900 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance Recommended Corequisites: None	
	Advertising* 13034200 (0.5 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 or visit <https://tea.texas.gov/cte>



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Regional Program of Study: *Retail Management*

Course Information

Level 4

Course	Prerequisites Corequisites	Career Clusters
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: None Recommended Prerequisites: Touch System Data Entry and Business Management or Business Information Management II 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: None Recommended Prerequisites: None Recommended Corequisites: None	

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