Utah Career and Technical Education Career Pathway Chart

2021-2022 School Year





Career Cluster: Business, Finance & Marketing

Career Pathway: Marketing

JUNIOR HIGH / MIDDLE SCHOOL		
College and Career Awareness		
Digital Literacy	Exploring Business and Marketing	Word Processing
HIGH SCHOOL		
EXPLORER COURSES: Choose one or more of the following courses.		
Accounting 1*	Web Development 1*	
Digital Graphic Arts Intro*		
Entrepreneurship* +		
Marketing 1* +		
Sports and Entertainment + CONCENTRATOR COURSES: To be a concentrator you must pass one of the following courses AND one explorer course.		
CONCENTRATOR COURSES: To be a concentrator you must pass one of the following courses AND one explorer course.		
Retailing		
COMPLETED COURCES. To be a complete result made and other courses to come 2.0 and the in this Dathway.		
COMPLETER COURSES: To be a completer you must pass enough courses to earn 3.0 credits in this Pathway.		
Business and Marketing Capstone		
CTE Internship		
POSTSECONDARY:		
Utah System of Higher Education: <u>ushe.edu</u> UtahMajors.org: <u>Utah Majors Guide</u>		
Utah System of Technical Colleges: <u>utech.edu</u>		

There are several options for education and training beyond high school, depending on your career goals. 1-Year Certificate N/A 2-Year Assoc. or Tech. Degree N/A > Art Director CTE Teacher Editor Scraphic Designer

Utah CTE classes are open to all qualified students without regard to race, color, national origin, sex, disability, or age.

Student Testimonial

"The business and marketing courses I have taken in high school have really influenced me in the direction I would like to go for my future education and career."

Rory James Pollard Fremont High School

LEARN MORE ABOUT OCCUPATIONS AND WAGES

Business, Finance & Marketing

UtahCTE.org: Fact Sheet

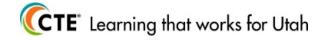
UtahFutures.org: Occupation/Wage Search

DECA

is the Career and Technical Student Organization (CTSO) for students in the Marketing Pathway.

<u>DECAdirect.org</u> | <u>UtahDECA.org</u> | <u>Utah</u> <u>DECA flyer</u>





^{*} concurrent enrollment course + recommended explorer course