Utah Career and Technical Education Career Pathway Chart
2021-2022 School Year

Marketing CAREER PATHWAY

Business, Finance & Marketing CAREER CLUSTER

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.		
Retailing		
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: ushe.edu	UtahMajors.org: Utah Majors Guide		
Utah System of Technical Colleges: utech.edu		

* concurrent enrollment course   + recommended explorer course

HIGH SCHOOL TO POSTSECONDARY EDUCATION AND TRAINING
There are several options for education and training beyond high school, depending on your career goals.

COLLEGE 24 or more	1-Year Certificate	2-Year Assoc. or Tech. Degree	4-Year Bachelor's Degree
	N/A	N/A	> Art Director > CTE Teacher > Editor > Graphic 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.

DECAdirect.org | UtahDECA.org | Utah DECA flyer

◆DECA

CTE® Learning that works for Utah