# Career Cluster: Business, Finance & Marketing

## Career Pathway: Business Information Management

### JUNIOR HIGH / MIDDLE SCHOOL
- College and Career Awareness
- Digital Literacy
- Exploring Business and Marketing

### HIGH SCHOOL

**EXPLORER COURSES:** Choose one or more of the following courses.
- Accounting 1*
- Business Math and Personal Finance*
- Digital Media*
- Entrepreneurship*

**CONCENTRATOR COURSES:** To be a concentrator you must pass one of the following courses AND one explorer course.
- Business Office Specialist*

**COMPLETER COURSES:** To be a completer you must pass enough courses to earn 3.0 credits in this Pathway.
- 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.

<table>
<thead>
<tr>
<th>COLLEGE</th>
<th>1-Year Certificate</th>
<th>2-Year Assoc. or Tech. Degree</th>
<th>4-Year Bachelor's Degree</th>
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<tbody>
<tr>
<td>N/A</td>
<td>&gt; Desktop Publisher</td>
<td>&gt; Legal Assistant/Paralegal</td>
<td>&gt; CTE Teacher</td>
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<td></td>
<td>&gt; Web Developer</td>
<td></td>
<td>&gt; General and Operations Manager</td>
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<td>&gt; Marketing Manager</td>
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</table>

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

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### Student Testimonial

"The [Microsoft Office Specialist] certifications helped me land my current job at Lowe’s Home Improvement. I am the manager there and perform all of the administrative functions."

Andrew McLay
Murray High School

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### LEARN MORE ABOUT OCCUPATIONS AND WAGES

**Business, Finance & Marketing**

UtahCTE.org: Fact Sheet
UtahFutures.org: Occupation/Wage Search

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### FBLA

FBLA is the Career and Technical Student Organization (CTSO) for students in the Business Information Management Career Pathway.

FBLA-PBL.org | Utah-FBLA-PBL.org
Utah FBLA flyer

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