# Career Cluster: Business, Finance & Marketing

## Career Pathway: Marketing

### Junior High / Middle School

<table>
<thead>
<tr>
<th>Course</th>
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<tbody>
<tr>
<td>College and Career Awareness</td>
</tr>
<tr>
<td>Digital Literacy</td>
</tr>
<tr>
<td>Exploring Business and Marketing</td>
</tr>
</tbody>
</table>

### High School

**Explorer Courses**: Choose one or more of the following courses.

- Accounting 1*
- Business Math and Personal Finance*  
- Digital Media 1*
- Entrepreneurship* +
- Marketing 1* +

**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.

- CTE Internship

### Postsecondary

Utah System of Higher Education: [ushe.edu](http://ushe.edu) | Utah Majors.org: [Utah Majors Guide](http://UtahMajors.org)
Utah System of Technical Colleges: [utech.edu](http://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>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>&gt; Art Director</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>&gt; CTE Teacher</td>
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<td></td>
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<td>&gt; Editor</td>
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<td></td>
<td></td>
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<td>&gt; Graphic Designer</td>
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</tbody>
</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 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

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**Learn More about Occupations and Wages**

**Business, Finance & Marketing**

UtahCTE.org: [Fact Sheet](http://UtahCTE.org)
UtahFutures.org: [Occupation/Wage Search](http://UtahFutures.org)

**DECA**

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

[DECAdirect.org](http://DECAdirect.org) | [UtahDECA.org](http://UtahDECA.org) | [Utah DECA flyer](http://Utah DECA flyer)