Utah Career and Technical Education Career Pathway Chart 2023-2024 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 Busines	Exploring Business and Marketing		
HIGH SCHOOL				
EXPLORER COURSES: Choose or	ne or more of the following cou	urses.		
Accounting 1*	Sports and Enterta	Sports and Entertainment +		
Business Math and Personal Finance	e* Web Developmen	Web Development 1*		
Digital Media 1*				
Entrepreneurship* +		I		
Marketing 1* +	be a concentrator you must p	ass one of the following courses AND on	e explorer course	
		ass one of the following courses AND of		
Retailing				
COMPLETER COURSES: To be a	completer you must pass eno	ugh courses to earn 3.0 credits in this Pa	athway.	
CTE Internship				
POSTSECONDARY:				
Utah System of Higher Education:	ushe.edu UtahMajors.org: Uta	ah Majors Guide		
Utah System of Technical Colleges:	utech.edu			
* concurrent enrollment course +	recommended explorer cor	urse		
		NDARY EDUCATION AN		
I here are several option	hs for education and train	ning beyond high school, dependir	ig on your career goals.	
u or	1-Year	2-Year	4-Year	
B or more	Certificate	Assoc. or Tech. Degree	Bachelor's Degree	
	N/A	N/A	> Art Director	
			> CTE Teacher > Editor	
U			 > 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

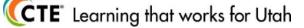
UtahCTE.org: <u>Fact Sheet</u> UtahFutures.org: <u>Occupation/Wage Search</u>

DECA

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

DECAdirect.org | UtahDECA.org | Utah DECA flyer





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