

Business, Marketing, and Finance Career Cluster

The Business, Marketing, and Finance Career Cluster focuses on careers in planning, organizing, directing, and evaluating business functions essential to efficient and productive business operations.

Marketing & Sales Statewide Program of Study



The Marketing and Sales program of study teaches CTE learners how to collect information to determine potential sales of a product or service and/or create a marketing campaign to market or distribute goods and services. Through this program of study, students will learn the skills necessary to understand and apply data on customer demographics, preferences, needs, and buying habits.

Secondary Courses for High School Credit

Level 1

- Principles of Business, Marketing, and Finance

Level 2

- Fashion Marketing
- Sports and Entertainment Marketing
- Virtual Business
- Marketing

Level 3

- Social Media Marketing
- Advertising
- Retail Management
- Sports and Entertainment Marketing II
- Fundamentals of Real Estate

Level 4

- Statistics and Business Decision Making
- Advanced Marketing
- Practicum in Marketing
- Practicum in Entrepreneurship
- Career Preparation I

Postsecondary Opportunities

Associates Degrees

- Marketing/ Marketing Management, General
- Consumer Merchandising/ Retailing Management
- International Marketing
- Business

Bachelor's Degrees

- Marketing/ Marketing Management, General
- Business Administration
- Applied Economics
- Marketing Research

Master's, Doctoral, and Professional Degrees

- Marketing
- Business Administration
- Applied Economics
- Advertising

Work-Based Learning and Expanded Learning Opportunities

Exploration Activities

- Participate in Business Professionals of America, Future Business Leaders of America, or DECA

Work-Based Learning Activities

- Intern with a local marketing firm
- Shadow a real estate agent
- Operate a school store on campus

Industry-Based Certifications

- Business of Retail: Certified Specialist
- Certified Insurance Service Representative
- Customer Service and Sales: Certified Specialist
- Entrepreneurship and Small Business
- Facebook Digital Marketing Associate Certification
- Real Estate Sales Agent License
- Retail Merchandising - Job Ready
- Stukent Social Media Marketing Certification

- Google Analytics Individual Qualification*
*IBC sunsetting 8/31/24



Aligned Occupations

Occupations	Median Wage	Annual Openings	% Growth
Marketing Research Analysts and Marketing Specialists	\$70,346	4,664	40%
Insurance Sales Agent	\$43,181	5,886	30%
First-Line Supervisors of Retail Sales Workers	\$72,550	2,826	15%
Wholesale and Retail Buyers	\$51,106	1,229	19%

Successful completion of the Marketing and Sales program of study will fulfill requirements of the Business and Industry endorsement. Revised – August 2022

Marketing & Sales Course Information

Level 1

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Principles of Business, Marketing, and Finance	13011200 (1 credit)	None	None

Level 2

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Fashion Marketing	13034300 (.5 credit)	None	None
Sports and Entertainment Marketing	13034600 (.5 credit)	None	None
Virtual Business	13012000 (.5 credit)	None	None
Marketing	N1303424 (1 credit)	None	None

Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Social Media Marketing	13034650 (.5 credit)	None	None
Advertising	13034200 (.5 credit)	None	None
Retail Management	N1303420 (1 credit)	None	None
Sports and Entertainment Marketing II	N1303422 (.5 credit)	Sports and Entertainment Marketing	None
Fundamentals of Real Estate	N1301120 (2 credits)	None	None

Level 4

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Advanced Marketing	13034700 (2 credits)	One credit from the courses in the Marketing Career Cluster	None
Statistics and Business Decision Making	13016900 (1 credit)	Algebra II	None
Practicum in Marketing	13034800 (2 credits) 13034805 (3 credits) 13034810 (2 credits) 13034815 (3 credits)	None	None
Practicum in Entrepreneurship	N1303425 (2 credits)	None	None
Career Preparation I	12701300 (2 credits) 12701305 (3 credits)	None	None

FOR ADDITIONAL INFORMATION ON THE BUSINESS, MARKETING, AND FINANCE CAREER CLUSTER, PLEASE CONTACT: CTE@tea.texas.gov
<https://tea.texas.gov/cte>

[LEA name] does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs or activities and provides equal access to the Boy Scouts and other designated youth groups. The following person has been designated to handle inquiries regarding the nondiscrimination policies: [title, address, telephone number, email.]

Further nondiscrimination information can be found at [Notification of Nondiscrimination in Career and Technical Education Programs](#).