

# Business, Marketing, and Finance Career Cluster

Revised—June 2024



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. This career cluster includes occupations ranging from business owner and entrepreneur to accountant, retail manager, and market analyst.

## Endorsement: *Business & Industry Statewide Program of Study: Marketing and Sales*

The Marketing and Sales program of study focuses on occupational and educational opportunities associated with collecting information to estimate potential sales of a product or service and create campaigns to market or distribute goods and services. It includes applying data related to customer demographics, preferences, needs, and buying habits.



### Secondary Courses for High School Credit

- |                        |                                                                                                                                                      |
|------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9 <sup>th</sup> Grade  | <input type="checkbox"/> Principles of Business, Marketing, and Finance (Level 1)                                                                    |
| 10 <sup>th</sup> Grade | <input type="checkbox"/> Sports and Entertainment Marketing (Level 2) (KCC) <b>AND</b><br><input type="checkbox"/> Fashion Marketing (Level 2) (KCC) |
| 11 <sup>th</sup> Grade | <input type="checkbox"/> Advertising (Level 3) (KCC) <b>AND</b><br><input type="checkbox"/> Social Media Marketing (Level 3) (KCC)                   |
| 12 <sup>th</sup> Grade | <input type="checkbox"/> Practicum in Marketing (Level 4) KCC                                                                                        |

A CTE Completer is a student who completes three or more CTE courses for four or more credits including one Level 3 or 4 (advanced level) CTE course within a program of study will fulfill the requirements of a Business and Industry Endorsement.

### Aligned Industry-Based Certifications

- Entrepreneurship & Small Business



### Work-Based Learning and Expanded Learning Opportunities

#### Work-Based Learning Activities

- Intern at a marketing and advertising company
- Job shadow a pharmaceutical sales representative
- Intern at a local retail company

#### Expanded Learning Opportunities

- Job shadow an account representative at a marketing firm
- Participate in BPA, DECA, FBLA, or related UIL events

#### NAViance ACCESS

All Killeen ISD students (7<sup>th</sup> – 12<sup>th</sup> graders) should login to their Naviance account through Clever.

Log into Naviance by clicking the Clever logo or link and use the College SuperMatch Tool to find colleges offering degree plans in this field.

<https://clever.com/in/killeenisd>



Killeen ISD does not discriminate on the basis of race, color, national origin, sex, or disability 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: Rhea Bell, Title IX Coordinator, 902 N. 10<sup>th</sup> St., Killeen, TX 76541, 254-336-2822, [Rhea\\_bell@killeenisd.org](mailto:Rhea_bell@killeenisd.org). Further nondiscrimination information can be found at [Notification of Nondiscrimination in Career and Technical Education Programs](#).



### Example Postsecondary Opportunities

#### Associate Degrees

- Marketing/Marketing Management
- Retail Management

#### Bachelor's Degrees

- Business Administration
- Marketing/Marketing Management
- Fashion Merchandising

#### Master's, Doctoral, and Professional Degrees

- Business Administration
- Applied Economics
- Business Analytics

#### Additional Stackable IBCs/License

- Salesforce
- Service Contract Providers



### Example Aligned Occupations

#### Retail Salespersons

Median Wage: \$28,356  
Annual Openings: 56,132  
10-Year Growth: 15%

#### Market Research Analysts

Median Wage: \$60,926  
Annual Openings: 5,688  
10-Year Growth: 35%

#### Sales Managers

Median Wage: \$123,729  
Annual Openings: 3,368  
10-Year Growth: 21%

Data Source: Texas Wages, Texas Workforce Commission. Retrieved 3/8/2024.



For more information visit:  
<https://tea.texas.gov/academics/college-career-and-military-prep/career-and-technical-education/programs-of-study-additional-resources>

Marketing and Sales

# Business, Marketing, and Finance Career Cluster

## Endorsement: *Business & Industry*

### Statewide Program of Study: *Marketing and Sales*

#### Course Information



IT IS IN THE BEST INTEREST OF THE STUDENT TO TAKE ALL COURSES LISTED IN EACH GRADE

Level 1 9 <sup>th</sup> Grade	Course	Prerequisites   Corequisites	Career Clusters
	Principles of Business, Marketing, and Finance* 13011200 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Level 2 10 <sup>th</sup> Grade	Course	Prerequisites   Corequisites	Career Clusters
	Sports and Entertainment Marketing 13034600 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing and Finance Recommended Corequisites: None	
	Fashion Marketing 13034300 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing and Finance Recommended Corequisites: None	
Level 3 11 <sup>th</sup> Grade	Course	Prerequisites   Corequisites	Career Clusters
	Advertising* 13034200 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance Recommended Corequisites: None	
	Social Media Marketing 13034650 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance Recommended Corequisites: None	
Level 4 12 <sup>th</sup> Grade	Course	Prerequisites   Corequisites	Career Clusters
	Practicum in Marketing* First Time Taken: 13034800 (2 credits) Second Time Taken: 13034810 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance Recommended Corequisites: None	

\* Indicates course is included in more than one program of study.

See your school counselor to connect with a military recruiter for career counseling and to take the ASVAB in high school.