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



Revised–June 2024

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.

Se Se	Secondary Courses for High School Credit		
9 th Grade	Principles of Business, Marketing, and Finance (Level 1)		
10 th Grade	 Sports and Entertainment Marketing (Level 2) (KCC) AND Fashion Marketing (Level 2) (KCC) 		
11 th Grade	 Advertising (Level 3) (KCC) AND Social Media Marketing (Level 3) (KCC) 		
12 th Grade	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	
Expanded Learning	

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

- **Opportunities**
- Intern at a local retail company
- Job shadow an account representative at a marketing firm Participate in BPA, DECA, FBLA, or related UIL events
 - NAVIANCE ACCESS

All Killeen ISD students (7th – 12th 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 han dle inquiries regarding the nondiscrimination policies: Rhea Bell, Title IX Coordinator, 902 N. 10th St., Killeen, TX 76541, 254-336-2822, Rhea bell@killeenisd.org. Further non discrimination 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%

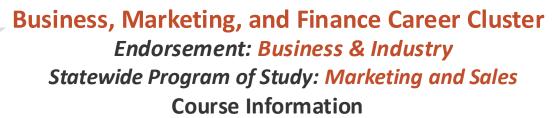
Sales Managers

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

Data Source: Texas Wages, Texas Workforce Commission. Retrieved3/8/2024.



For more information visit: https://tea.texas.gov/academics/college-career-andmilitary-prep/career-and-technicaleducation/programs-of-study-additional-resources





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

9 th 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	
	Course	Prerequisites Corequisites	Career Clusters
10 th Grade	Sports and Entertainment Marketing 13034600 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing and Finance Recommended Corequisites: None	
F	Fashion Marketing 13034300 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing and Finance Recommended Corequisites: None	k.
de	Course	Prerequisites Corequisites	Career Clusters
11 th Grade	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	K
12 th Grade	Course	Prerequisites Corequisites	Career Clusters
	Practicum in Marketing* First Time Taken: 13034800 (2 credits) Second Time Taken:	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance	K.

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

Level 1

Level 2

Level 3

Level 4

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