


Career Cluster: Business, Finance & Marketing

Career Pathway: Business

| JUNIOR HIGH / MIDDLE SCHOOL | | | |
|--|---------------------------------|--|---------------------------------|
| College and Career Awareness | | | |
| Digital Literacy | | Word Processing | |
| HIGH SCHOOL | | | |
| SUPPORTING COURSES: Suggested high school courses that support the Career Pathway (Courses DO NOT count towards the Pathway) | | | |
| Business Sales (coming 2025) | | Influence and Content Marketing | |
| | | Sports and Outdoor Design 1 * | |
| EXPLORER COURSES: Choose one or more of the following courses. | | | |
| Accounting 1 * + | Business Office Specialist * | Entrepreneurship * + | Small Business Math * |
| Business Communication 1 * + | Customer Service * | Exploring Business and Marketing | Sports and Recreation Marketing |
| Business Communication 2 | Digital Business Applications * | Marketing 1 * + | Web Development 1 * |
| Business Law + | Digital Media 1 * | Real Estate | |
| Business Leadership 1 * + | Economics * | Retailing * | |
| CONCENTRATOR COURSES: To be a concentrator you must pass one of the following courses AND one explorer course. | | | |
| Business Management * | | Business Leadership 2 | |
| COMPLETER COURSES: To be a completer you must pass a concentrator course and enough courses to equal 3.0 credits in this Pathway. | | | |
| Business, Finance, and Marketing Capstone | | | |
| CTE Internship | | Apprenticeship | |
| POSTSECONDARY: There are many options for education and training beyond high school. | | | |
| Utah System of Higher Education: ushe.edu (Utah's public colleges and universities) | | UtahMajors.org: Majors Guide | |

* 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. | | | |
|  | Certificate | 2-Year Associate Degree | 4-Year Bachelor's Degree |
| | | N/A | <ul style="list-style-type: none"> > Account Representative > Consumer Advocate > Dispute Resolution Analyst |

Career and Technical Education provides all students access to high-quality, rigorous career-focused programs that result in attainment of credentials with labor market value. [Credentials of Value](#)

Utah CTE classes are open to all qualified students without regard to race, color, national origin, sex, disability, or age.

Advice to Students

“Taking CTE classes has helped me a lot. The classes are engaging while also being informative. I would suggest taking them because not only do you get a certificate you also learn a lot of valuable skills. There is no downside to CTE classes.”

Logan Burrell
 Future Business Owner

LEARN MORE ABOUT OCCUPATIONS AND WAGES Business, Finance & Marketing

UtahCTE.org: [Fact Sheet](#)
 Department of Workforce Services
[Utah Occupational Explorer](#)

DECA | FBLA

are the Career and Technical Student Organizations (CTSO) for students in the Business Career Pathway.

[DECAdirect.org](#) | [UtahDECA.org](#) | [Utah DECA flyer](#)
[FBLA-PBL.org](#) | [Utah-FBLA-PBL.org](#) | [Utah FBLA flyer](#)

