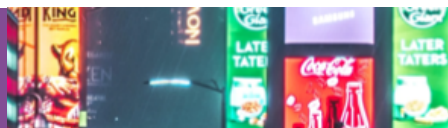


Business, Marketing, and Finance Career Cluster

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

- Sports and Entertainment Marketing
- Virtual Business
- Marketing

Level 3

- Statistics and Business Decision Making

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

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%

Work-Based Learning and Expanded Learning Opportunities

Exploration Activities	Work-Based Learning Activities
<ul style="list-style-type: none"> Participate in Business Professionals of America, Future Business Leaders of America, or DECA 	<ul style="list-style-type: none"> Intern with a local marketing firm Shadow a real estate agent Operate a school store on campus

Industry-Based Certifications

- Certified Insurance Service Representative
- 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



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
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
Statistics and Business Decision Making	13016900 (1 credit)	Algebra II	None

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

The Argyle Independent School District does not discriminate on the basis of race, color, national origin, sex, disability, or age in any of its career and technical education programs, services, or activities and provides equal access to the Boy Scouts and other designated youth groups as required by Title VI of the Civil Rights Act of 1964 as amended; Title IX of the Education Amendments of 1972; and Section 504 of the Rehabilitation Act of 1973, as amended.

For inquiries regarding non-discrimination policies under Title VI, Title IX, and Section 504, contact Dr. Deana Steeber, Assistant Superintendent, via email at deana.steeber@argyleisd.com or by phone at 940-464-7241. Dr. Steeber can also be reached at Argyle ISD's central offices, 6701 Canyon Falls Drive in Flower Mound, TX.

Title VI, Title IX, & Section 504 Coordinator
Dr. Deana Steeber
Assistant Superintendent
6701 Canyon Falls Drive
Flower Mound, TX 76226
deana.steeber@argyleisd.com
940-464-7241

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