



BUSINESS & MARKETING

MANAGEMENT

If you want to run your own business or be the person that makes a business successful, then the Business, Management and Administration Career Cluster is right for you. Students learn business skills essential to efficient, productive operations for any company including Administrative and information support, business analysis, financial management, accounting, and human resources.

HIGH SCHOOL COURSES OFFERED

EXPLORATORY

- Social Media Marketing
- Personal Finance
- Business & Marketing Cooperative Worksite Learning

PREPARATORY

- Computer Applications
- Yearbook

WORKBASE LEARNING

Work Experience Opportunities

CTE students in many cases can pursue what is called a "work-based learning" opportunity or an internship involving a job outside of school. "Work-based learning" experiences are always paid and earn high school credit. Internships are typically paid but do not earn academic credit. Individual schools and CTE teachers work with local employers to arrange these opportunities for their students, so your local CTE or career office is the best source of information for what your own school offers.

Student Leadership Organizations

FBLA is a national organization for students exploring and prepare for careers in business. Areas of competition include marketing, financial literacy, website development, coding, community service and more. This organization promotes superior work skills, life-long education, leadership, teamwork, citizenship and community service among its student members. It also strives to build and reinforce self-confidence, work ethic and communication skills. More information is contained on the [Student Leadership Organizations](#).



ALIGNED TO INDUSTRY

OCCUPATIONS	MEDIAN WAGE	ANNUAL OPENINGS	% GROWTH
Compensations, Benefits & Job Analysis Specialists	\$75,010	250	19%
Budget Analysts	\$81,870	90	8.6%
Accountants & Auditors	\$74,230	5,060	16.7%
Financial Managers	\$124,810	1,860	22.1%
Human Resource Specialists	\$63,270	2,900	21.4 %
Marketing Managers	\$132,630	3,380	58.7%

POST SECONDARY OPTIONS

High school/ Certificate	Cert/ License	Associates Degree	Bachelor's Degree	Masters/ Doctoral	Schools w/ programs
Microsoft Office Specialist Certifications	Cert: Bookkeeping, Admin Business Assistant, Admin Asst, HR Assist, Bus Tech Specialist, Office Asst	AAS/AAS Accounting AAS Admin Bus Assist AAS/AAS-Marketing AAS/AAS-Bus Mngmt AA-Bus Tech AA/AAS-Bus Admin, Marketing, Management	BAS-Data Management/ Analysis BAS-Applied Management BAS-Global Trade & Logistics		Clark, Bates, Bellevue, Clover Park, CBC, LCC, Renton, Seattle Central, YVC, Olympia, TCC, Peninsula, N.Seattle, Shoreline
	Cert: HR, Intern.Bus & Trade, Retail Mngmt, Small Bus/Entrep.	AAS-Inter.Bus & Trade AAS-Small Bus/Entrepreneurship	BAS-Global Trade & Logistics BA-Bus Admin	MBA-Bus. Admin Ph.D-Bus Admin.	Highline CC, WSU, Gonzaga, PLU, UW, Seattle U, WWU, CWU, City U

Additional industry-based certification information is available from the OSPI website.



EXAMPLE COURSE PLAN • 4 YEAR COLLEGE / UNIVERSITY

Subject/Credit	HS Credit earned in MS	9 th Grade	10 th Grade	11 th Grade	12 th Grade
English/4		Pre-AP Freshman English	Pre-AP Sophomore English	AP Language	AP Literature
Math/3	Algebra	Geometry	Algebra 2	Pre-Calculus	Personal Finance
Social Studies/3			World History	US History	CWP Civics
Lab Science/3		AP Environmental Science	Biology	Physics	Chemistry
CTE/1			Computer Apps 1&2		
PE & Health/2		Family Health Foundations of PE		Team Sports Weight Training	
Art/1		Digital Photo 1&2			
PPR or Electives/7		Spanish 1	Spanish 2	Spanish 3	Social Media Marketing 1&2 AP Comp. Sci Principles



EXAMPLE COURSE PLAN • 2 YEAR COLLEGE / TECH

Subject/Credit	HS Credit earned in MS	9 th Grade	10 th Grade	11 th Grade	12 th Grade
English/4		Pre-AP Freshman English	Pre-AP Sophomore English	AP Language	AP Literature
Math/3		Algebra	Geometry	Algebra 2	Personal Finance
Social Studies/3			World History	US History	CWP Civics
Lab Science/3		Physics	Biology	Chemistry	
CTE/1			Computer Apps 1&2		
PE & Health/2		Family Health Foundations of PE			Team Sports Fitness
Art/1		Digital Photo 1&2			
PPR or Electives/7		ASL 1	ASL 2	Video Design & Production 1&2 Social Media Marketing 1&2	Yearbook Worksite Learning

NOTE: These are just two of many options for course planning. Need help; see your counselor or career specialist today.