

Business Management & Marketing Clusters

Business & Industry Endorsement

Questions to Ask When Exploring Careers:

1. What careers relate to things I like to do?
2. Show me the \$\$! What are the potential salaries of my careers of interest?
3. Are my careers of interest projected to grow? (Job Outlook)

Do you....

- ✓ have a desire to create and run your own business?
- ✓ want to learn how huge corporations grow from small businesses?
- ✓ want to learn more about marketing, advertising and promotion to create successful businesses?
- ✓ aspire to become the CEO of a worldwide corporation?
- ✓ have dreams of being a manager or agent for professional athletes or entertainers?

Start now by exploring careers in Business and Marketing!

Business Management crosses over into every branch of our economy. Marketing is crucial to the businesses' success. Think Interested in managing people in a business setting, or be an entrepreneur, or starting your own company? ***Jumpstart your road to success in the worlds of Business & Marketing through these programs.***



Sample Fastest Growing Business Mgmt. & Marketing Careers-Salary Ranges in Texas	Bottom 10% & Under	50%	Top 10% & Up
Meeting, Convention, & Event Planners	\$26,210	\$45,500	\$77,890
Advertising & Promotions Mgrs.	\$42,870	\$96,920	\$187,200+
Survey Researchers	\$18,040	\$43,180	\$93,940
Sales Engineers	\$60,580	\$99,490	\$163,200
Wholesale & Retail Buyers	\$28,910	\$52,370	\$100,390
Sales Managers	63,650	\$126,290	\$187,200+
Logisticians	\$45,400	\$76,190	\$123,340
Operations Research Analysts	\$47,560	\$81,480	\$128,920
Real Estate Appraisers	\$32,840	\$56,200	\$110,860

Careers to Consider with a 4-Year College Degree and Higher:

- Economists
- Statistical Assistants
- Chief Executives

With a 2-Year College Degree:

- Human Resource Assistant
- Procurement Clerk

Certificate or HS Diploma

- Retail Salesperson
- Customer Service Representative
- Statement Clerks



Career Pathways in Business and Marketing

Pathways and Required Courses					
Business Administration Option 1 MHS, NHS, SWHS, SHS	Business Law	Money Matters	Business Information Management	Practicum in Business OR Career Prep Business OR Internship in a Business related area.	Certification: Microsoft Office Specialist Word and Excel
Business Administration Option 2 MHS, SWHS, SHS	Business Information Management	Business Information Management 2	Practicum in Business, Career Prep Business or Internship in a Business related area.		Certification: Microsoft Office Specialist Word and Excel
International Business Law MHS, SWHS	Business Law	Business Information Management	Global Business	Practicum in Business OR Internship in Business related area	Certification: Microsoft Office Specialist Word
Retail Management Courses *Practicum in Marketing OR Career Prep OR Internship must be last in this pathway sequence.	Principles of Business, Marketing, and Finance	Retailing and E-Tailing Sports and Entertainment Marketing	Entrepreneurship	*Practicum in Marketing OR Career Prep Marketing Or Internship in Marketing related area	Certification: National Retail Federation-Retail Mgmt. attainable through UH Downtown

Refer to the Spring Branch ISD High School Program of Studies for more detailed course descriptions and prerequisites.

Samples of the professional experiences that students will enjoy in our Business & Marketing courses:

Business: • Business Office skills via Microsoft Office Suite • explore legal issues related to civil and criminal laws, court systems, contracts, family law, employment and property
 • the impact of global economy and cultural differences our society, international law, and finance

Marketing: • retailing and e-tailing • best ways to inform the public and potential buyers of the value and quality of available products, services, properties, innovative business concepts

For more information, contact your school counselor or:

Beverly Litton
 Guthrie Center & Career and Technical Education Counselor

Spring Branch Independent School District
The Guthrie Center

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Sources: Achieve Texas, O*Net Online, Labor Market and Career Information, CareerOneStop.org, U.S. Bureau of Labor & Statistics

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