

# 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.

## Retail Management Regional Program of Study



The Retail Management regional program of study teaches CTE learners how to drive sales through innovative programming and strategic planning. This program of study will allow students to explore the world of retail management through a variety of components including product development, customer intercepts, package engineering, and organizational development. Retail Management also provides learning on aspects of human resources, advertising, social media, logistics, professionalism, and employee relationships. Through this regional program of study, students will learn the skills necessary to successfully apply their knowledge and skills in a real-world retail management environment.

### Secondary Courses for High School Credit

#### Level 1

- Principles of Business, Marketing, and Finance

#### Level 2

- Foundations of User Experience (UX)

#### Level 3

- Retail Management I
- Human Resources Management
- Advertising

#### Level 4

- Practicum in Business Management
- Career Preparation I
- Practicum in Entrepreneurship

### Postsecondary Opportunities

#### Associates Degrees

- Business Management
- Retailing
- Retail Management

#### Bachelor's Degrees

- Retail Management
- Retailing
- Business/ Commerce
- Business Management and Administration
- Management Science

#### Master's, Doctoral, and Professional Degrees

- Business/ Commerce
- Business Management and Administration
- Management Science

### Work-Based Learning and Expanded Learning Opportunities

#### Exploration Activities

- Join Business Professionals of America (BPA), Future Business Leaders of America or DECA

#### Work-Based Learning Activities

- Intern with local business or chamber of commerce

### Industry-Based Certifications

- Entrepreneurship and Small Business

- Google Analytics Individual Qualification\*  
\*IBC sunseting 8/31/24



### Aligned Occupations

Occupations	Median Wage	Annual Openings	% Growth
Wholesale and Retail Buyers, Except Farm Products	\$51,106	1,299	19%
Purchasing Agents, Except Wholesale, Retail, and Farm Products	\$64,293	2,727	9%
First-Line Supervisors of Retail Sales Workers	\$40,061	12,757	17%
Retail Salespersons	\$22,402	65,675	18%

Successful completion of the Retail Management regional program of study will fulfill requirements of the Business and Industry endorsement. Revised – August 2022

# Retail Management 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
Foundations of User Experience (UX)	N1302809 (1 credit)	None	None

## Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Retail Management I	N1303420 (1 credit)	None	None
Human Resources Management	13011900 (.5 credit)	None	None
Advertising	13034200 (.5 credit)	None	None

## Level 4

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Practicum in Business Management	13012200 (2 credits) 13012205 (3 credits) 13012210 (2 credits) 13012215 (3 credits)	None	None
Career Preparation I	12701300 (2 credits) 12701305 (3 credits)	None	None
Practicum in Entrepreneurship	N1303425 (2 credits)	None	None

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

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