



MARKETING & SALES

BUSINESS, MARKETING, & FINANCE

Successful completion of the Marketing & Sales program of study will fulfill requirements of the Business and Industry endorsement.

OPPORTUNITY STARTS IN CFISD

- Receive training on industry-standard material, software and equipment
- Earn industry-based certifications recognized worldwide
- Earn up to 42 hours of college credit, transferable to 2-yr and 4-yr degrees¹

ALL AT A FRACTION OF THE COST!

EDUCATION OPTIONS

- Industry Recognized Certificate
- Associate Degree²
- Bachelor's Degree
- Master's Degree

POTENTIAL OCCUPATIONS

- Marketing Specialists and Analysts (\$70,346)
- Wholesale and Retail Buyers (\$51,106)
- Insurance Sales Agents (\$43,181)
- Supervisor of Sales Workers (\$72,550)

**HIGH NEED
FOR THOSE WHO CAN
ANALYZE DATA TO
UNDERSTAND CUSTOMER
NEEDS & WANTS**

**EXPERIENCE AND MASTER'S
DEGREE WILL IMPROVE JOB
PROSPECTS³**

CFISD·CTE

opportunity starts here

9th GRADE

Principles of Business,
Marketing & Finance

OR Digital Media

Adobe Photoshop

10th GRADE

Sports & Entertainment Mktg I
and Virtual Business

11th GRADE

Sports & Entertainment Mktg II
and Social Media Marketing

STUKENT Social Media Mktg Cert

OR Advanced Marketing

12th GRADE

Advanced Marketing

OR Practicum in Marketing³

Real Estate Agent License



QR to learn more
information at
cfisd.net/CTE



QR to learn more
information at
lonestar.edu

1 - This includes the opportunity to earn core curriculum dual credit included in most degrees. Contact your prospective postsecondary institution about the transferability of these courses towards your selected degree.

2 - Lone Star College offers related programs of study such as Business Administration. Get a jumpstart by taking advantage of core curriculum dual credit and certifications offered in CFISD.

3 - Because this field is so competitive, especially for those without experience, it is important for students to use the Practicum to get time in an internship or jobsite to put on their resume.