

Business, Marketing, and Finance

Business and Industry Endorsement

Do you...

plan to run your own business?

like to take charge in group projects?

have good customer service skills and enjoy working with the public?

work well with math and numbers?

have good critical thinking skills?

like making decisions?

Then invest in your future with a career in Business, Marketing, and Finance!

From small business owners to global corporate headquarters, there is a growing need for employees with strong financial, organizational, time management, and communication skills.

**Career and Technical
Education**



Programs of Study

Accounting and Financial Services
Business Management
Marketing and Sales



Fastest Growing Careers

Actuary
Marketing Manager
Management Analyst

Highest Paying Careers

Marketing Manager	\$136,850
Financial Manager	\$129,890
Actuary	\$108,350
Management Analyst	\$85,260
Budget Analyst	\$76,540

Careers To Consider

4 Year College Degree & Higher:

Management Analyst
Accountant
Cost Estimator

2-Year College Degree:

Purchasing Clerk
Sales Agent
Bookkeeper

Certification and HS Diploma:

Auditing Clerk
Account Collector

Programs of Study in Pasadena ISD

	Grade 9	Grade 10	Grade 11	Grade 12
Accounting & Financial Services (Business Pathway) CTHS, DHS, PHS, PMHS, SRHS, SHHS, Tegeler	Principles of Business, Marketing, and Finance	Business Information Management I	Money Matters Accounting/ Entrepreneurship (CTHS only)	Practicum in Business Management Career Prep I
Business Management (Business Pathway) DHS, PHS, PMHS, SRHS, SHHS, Tegeler	Principles of Business, Marketing, and Finance	Business Information Management I	Business Information Management II Practicum in Business Management Career Prep I	Practicum in Business Management Career Prep I Career Prep II
Marketing & Sales (Marketing Pathway) DHS, PMHS, SRHS, SHHS	Principles of Business, Marketing, and Finance	Social Media Marketing Sports and Entertainment Marketing	Sports Marketing II Advertising Career Prep I	Practicum in Marketing Career Prep II

Please refer to the Pasadena Course Selection and Registration Guide for more information on career pathways, endorsements, course requirements, and certification opportunities offered at each high school campus.

Earn Industry Certifications

Microsoft Office Specialist - Word	Microsoft Office Expert - Word
Microsoft Office Specialist - Excel	Microsoft Office Expert - Excel
Microsoft Office Specialist - PowerPoint	Intuit QuickBooks

Career and Technical Student Organizations

The mission of **Business Professionals of America (BPA)** is to develop and empower student leaders to discover their passion and change the world by creating unmatched opportunities in learning, professional growth and service through education, competition, community service and personal development.



The **Distributive Education Clubs of America (DECA)** prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools.



Non-Discrimination Notice

