The Marketing and Sales program of study teaches CTE concentrators how to collect information to determine potential sales of a product or service and/or create a marketing campaign to market or distribute goods and services. Through this program of study, students will learn the skills necessary to understand and apply data on customer demographics, preferences, needs, and buying habits.

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. Careers in this cluster require a strong understanding of markets and mathematics, good oral and written communication skills, and attention to detail.

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