



Cuba City Business Administration Career Pathway Prosperity Southwest 2025-2027



Educational Level (May require work experience and educational levels may vary by employer)	Finance (IAC Code 52.03)	Management (IAC Code 52.99)	Marketing (IAC Code 52.14)
Any Educational Level	Entrepreneur		
High School Diploma, Certificate	Collections Specialist ● Financial Services Representative Loan Processor Accounting Assistant Bank Teller * ● Title Examiners, Abstractors, & Searchers ● Customer Service Representative * ● Insurance Claims & Policy Processing Clerks *	Receptionist * ● First Line Supervisors * Customs Broker ● Gaming Supervisor Data entry specialist Customer Service Representative * ●	Retail Salesperson * ● Inside Sales * Online Merchant ● Brand Ambassador Marketing Research Assistant ● Entry Level Writer/Editor ● Customer Service Representative * ●
Certification or Technical Diploma	Payroll Specialist Loan Counselor * Financial Planning Assistant Claims Assistant/Adjuster * ● Bookkeeper * ● Insurance Sales ● Real Estate Assessor/Appraiser ●	Office Assistant * Technical Writer ● Business Operations Specialist Human Resources - Recruiter ●	Sales Representative * ● Real Estate Sales Agent ● Visual Merchandiser ● Social Media Specialist ● Search Engine Optimization Specialist Marketing Internship
Registered Apprenticeship	Financial Services Professional		
Associate Degree	Contract Specialist Financial Analyst * ● Account Manager ● Insurance Agent * ● Insurance Underwriter ● Loan Underwriter ● Mortgage Broker ● Fraud and Loss Specialist/ Investigator Revenue Agent	Administrative Professional * ● Executive Administrative Assistant * Administrative Services Manager Office Manager ● Paralegal & Legal Assistant ● Business Analyst/Project Manager ● Credit Manager Operations Manager * ● Account Executive Information Systems Specialist Human Resources - Talent Acquisition ●	Customer Service Manager Event Planner ● Marketing Coordinator Fundraiser ● Public Relations Specialist ● Social Media Manager ● Project Management Specialist Communications Specialist ● Assistant Product Manager ●
Bachelor Degree and beyond	Accountant / Auditor * ● Loan Officer ● Financial Manager * ● Forensic Accountant ● Financial Research Analyst Investment Portfolio Manager Investment Trader Actuary ● Personal Financial Advisor / Counselor ● Risk Management Specialist Business Systems Analyst ● Business/Marketing Instructor: UW-Stout & UW-Whitewater	Executive Director General Manager * Training and Development Specialist Office/Administrative Services Manager Human Resource Manager Compensation and Benefits Manager Logistics Manager ● Non-Profit Management Supply Chain Management ● Procurement Agent ● Project Manager * ● Management Analyst * ● Business/Marketing Instructor: UW-Stout & UW-Whitewater	Sales Manager Purchasing Manager ● Product/Brand Manager ● Public Relations Manager * Marketing Analyst * Marketing Strategist Development Director Project/Marketing Manager ● Business/Marketing Instructor: UW-Stout & UW-Whitewater
Postsecondary Options	Click HERE for Postsecondary Options		
* BRIGHT OUTLOOK = these jobs are expected to grow in the future ● XELLO = you can learn more and save this job in Xello (note: some job titles might look a little different in Xello)			



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<p>Career and Technical Education Courses (Business and Information Technology Standards, Marketing, Management, and Entrepreneurship Standards)</p>	<p>Potential example sequence of CTE Courses for general business administration exploration (IAC Code is determined by school taking into consideration teacher certification, student ACP plans, etc.)</p> <ol style="list-style-type: none"> 1. Accounting I / Intro to Accounting 2. Marketing I / Marketing Principles 3. Business Law 		
<p>Other Recommended Courses (Wisconsin Career Readiness Standards)</p>	<ol style="list-style-type: none"> 1. Personal Financial Literacy 2. Computer Applications 3. Yearbook 		
<p>Career and Technical Student Organization</p>			
<p>Work-Based Learning Options</p>	<p>Youth Apprenticeship (450 hours and 1 high school or 3 college related instruction credits /year, 1-2 years): Finance, Business Administration, Marketing State Skills Standards Co-Op (480 hours) Employability Skills (90 hours) Local Work Based Learning Program that meet state quality requirements</p>		
<p>Industry Recognized Credential Options</p> <p><i>*This certification is eligible for reimbursement through the technical incentive grant</i></p> <p><i>Please note, some credentials may require a high school diploma and/or the student to be 18</i></p>	<p style="text-align: center;">Finance</p> <p style="text-align: center;">IC3 (Certiport) Microsoft MOS (Certiport)* (Associate, Word Expert, Excel Expert, Access Expert) Google G Suite* Entrepreneurship and Small Business Certification (Certiport)</p> <ul style="list-style-type: none"> • QuickBooks Certified User* • American Banking Association <ul style="list-style-type: none"> ◦ Bank Teller* ◦ Customer Service Representative* • National Bookkeepers Association Tax Certification • Certified Mortgage Servicer Certificate • General Mortgage Associate • Certified Medical Reimbursement Specialist • Wisconsin Insurance Intermediary License • Certified Insurance Service Representative • Associate in Claims • Associate in General Insurance • Associate in Risk Management 	<p style="text-align: center;">Management</p> <ul style="list-style-type: none"> • Certified Front Desk Representative (CFDR) • Fundamental Payroll Certification • Lean Six Sigma Certification (Yellow Belt) • Professional in Human Resources (aPHR) • Southwest Airlines Professional Communications Certification • Certified Meeting Professional (CM) • Certified in Logistics, Transportation and Distribution (CLTD) • Project Management Institute Certifications: <ul style="list-style-type: none"> ◦ Certified Associate in Project Management (CAPM) ◦ Project Management Professional (PMP) • Google Career Certificates <ul style="list-style-type: none"> ◦ Data Analytics ◦ Digital Marketing and E Commerce ◦ Project Management • SHRM Certified Professional (SHRM-CP) 	<p style="text-align: center;">Marketing</p> <p style="text-align: center;">A*S*K* Business Institute* Adobe</p> <p style="text-align: center;">Certificate of Global Competence (DPI)</p> <ul style="list-style-type: none"> • National Retail Federation – RISE Up Certifications • Digital Marketing Institute • Meta Blueprint Certifications • Hootsuite Social Marketing Certification • Hubspot Certifications • AMA Professional Certified Marketer Credentials • Google Ads Certifications • Google Analytics Certifications • Google - Associate Android Developer • Certiport - App Development with Swift Certification • LinkedIn Learning • Canva Certification • YouTube Certifications
<p>College Credit Opportunities</p>	<p>You can find the list of college credit opportunities HERE (Identify the school and then click "college credit opportunities")</p>		
<p>Check out Career Pathway Resources and Exploration Opportunities HERE</p>			

