



**OKLAHOMA**  
**CareerTech**

## Badge Details

<b>Name</b>	0916 – Exploring Business and Marketing
<b>Description</b>	Students will have the opportunity to explore the essential concepts in the Business, Finance and Marketing Career Cluster. Students will participate in business basics, marketing, employment skills, entrepreneurship, accounting, finance, and leadership learning activities. Students will also be exposed to courses within the Business and Marketing Career Pathways and leadership organizations such as FBLA and DECA.

<p><b>Criteria</b></p>	<p><b><i>Candidates receiving this certification will take an exam with the following criteria:</i></b></p> <p>The exam is composed of 52 questions.</p> <ol style="list-style-type: none"><li>1. Economic Principles 14%</li><li>2. Business Management 22%</li><li>3. Entrepreneurship Principles 3%</li><li>4. Marketing Principles 31%</li><li>5. Accounting 7%</li><li>6. Employability 8%</li><li>7. Stock Market 15%</li></ol>
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