

# MARKETING EDUCATION-SENIOR ONLY

2018-2019

**Marketing Education** is designed for students interested in pursuing a career in marketing, management or a related field. Students obtain skills in marketing, distribution, management, sales, promotion, and entrepreneurship. This program is also offered at several satellite classrooms within Penta's member school districts. Marketing programs are available at: Anthony Wayne, Oak Harbor, Bowling Green, Maumee, Perrysburg, and Rossford high schools. Seniors are required to be employed (co-op) and have early release school privileges. Seniors will work in the school store providing customer service, working the point of sale system, conducting inventory, and designing products. Seniors will have leadership, networking, and competitive opportunities through DECA.



## Program Highlights:

- Experience a wide range of dynamic business strategies for creating, communicating and delivering products and services to customers
- Design and implement powerful marketing and management plans to solve real-world business challenges
- Work with marketing professionals in a competitive business management setting

## The Program Focuses on the Following State Approved Courses:

- Marketing Principles
- Business Foundations
- Marketing Applications
- Marketing Research

## COST-FREE COLLEGE CREDIT OPPORTUNITIES

### College Credit Plus through Owens Community College

- BUS 101: Contemporary Business (3 Credit Hours)
- BUS 102: College & Career Professional (3 Credit Hours)

**Articulated Credits through Hocking College** – Up to 6 Credit Hours

**Articulated Credits through Northwest State Community College** – 3 Credit Hours

**Articulated Credits through Northwood University** – 3 Credit Hours

**Articulated Credits through the University of Northwestern Ohio** – 5 Credit Hours

## INDUSTRY-RECOGNIZED CREDENTIALS (POINT VALUES)

- RISE UP Retail Industry Fundamentals (3 Points)
- RISE UP Customer Service and Sales (3 Points)
- RISE UP Advanced Customer Service and Sales (3 Points)

## OHIO MEANS JOBS IN-DEMAND OCCUPATIONS LISTED ACCORDING TO TYPICAL SALARY

OCCUPATION TITLE	TYPICAL SALARY-BOTTOM 10%	TYPICAL SALARY-MEDIAN	TYPICAL SALARY-TOP 10%	EDUCATION LEVEL	ANNUAL JOB OPENINGS
Customer Service Representatives*	\$21,290	\$32,240	\$51,480	HS Diploma or Equivalent	11,760
Sales Representatives, Wholesale and Manufacturing*	\$30,180	\$57,390	\$117,000	HS Diploma or Equivalent	5,120
Property and Real Estate, and Community Association Managers*	\$32,040	\$50,580	\$102,750	HS Diploma or Equivalent	820
Market Research Analysts and Marketing Specialists*	\$34,000	\$60,040	\$108,150	Bachelor's Degree	2,760
Online Merchants*	\$35,760	\$64,990	\$106,840	Bachelor's Degree	3,400
Search Marketing Strategists*	\$37,660	\$79,340	\$116,750	Bachelor's Degree	490
Storage and Distribution Managers	\$54,940	\$87,040	\$147,570	HS Diploma or Equivalent	460
Sales Managers*	\$65,110	\$118,320	\$187,200	Bachelor's Degree	1,070
Marketing Managers*	\$67,860	\$118,630	\$187,200	Bachelor's Degree	530

**JOB OUTLOOK COMPILED BY OHIO MEANS JOBS AS OF OCTOBER 2018; VISIT OHIOMEANSJOBS.COM FOR MORE INFORMATION.**

\*Denotes an In-Demand Occupation in the State of Ohio

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# EDUCATION WITH PURPOSE CAREER TREE



## TECHNICAL CAREERS

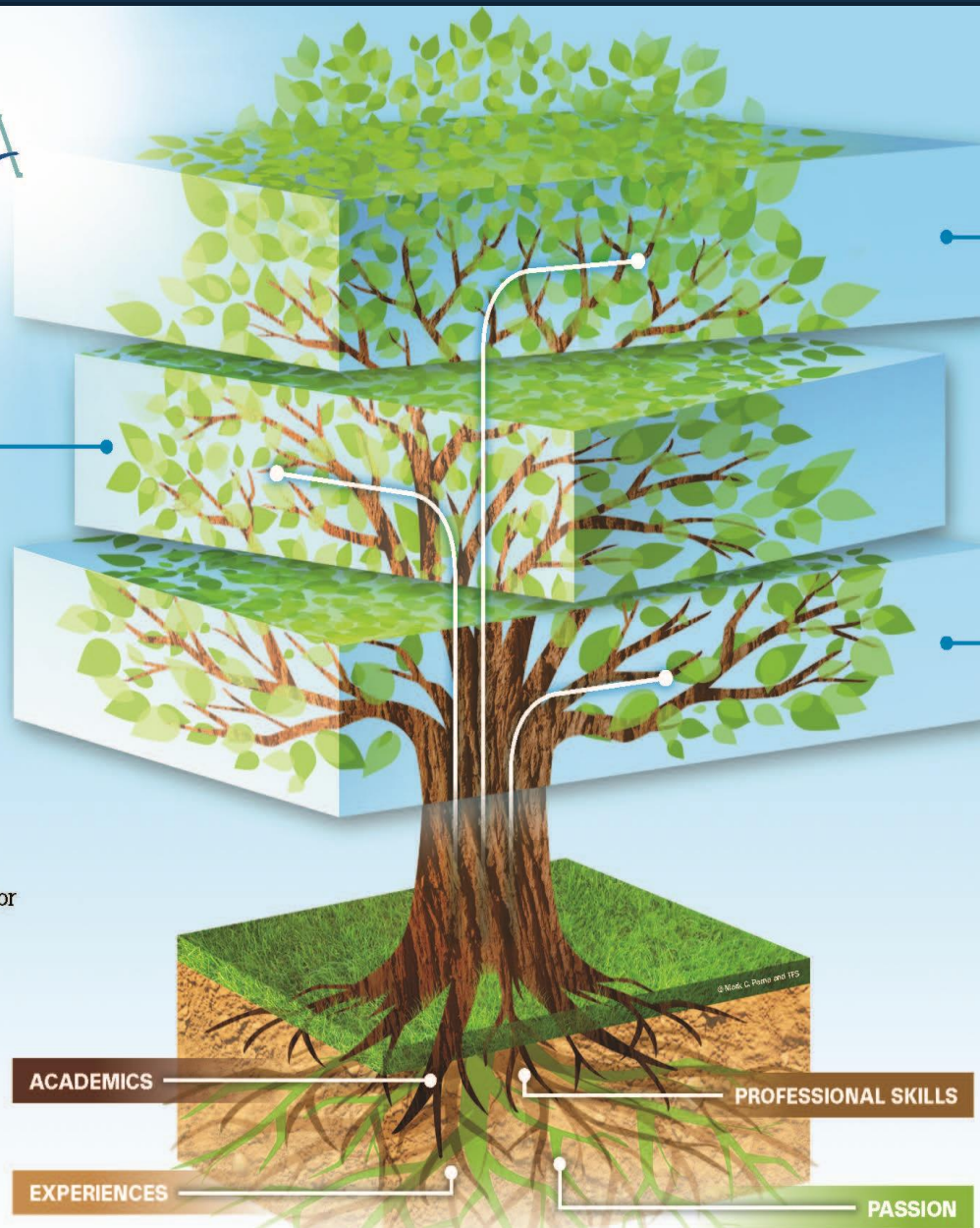
- Advertising & Promotion Manager
- Business Owner
- Fashion Merchandiser
- Franchiser
- Hotel Manager
- Distribution/Logistics Manager
- Real Estate Agent
- Retail Store Manager
- Inside Sales Market Representative
- Trade Expansion Manager
- Direct Marketing Coordinator
- Travel Agent

## PROFESSIONAL CAREERS

- Advertising Sales Agent
- Brand Manager
- Concert Promoter
- Fashion Designer
- Human Resource Manager
- Marketing Research Analyst
- Marketing Strategist
- Meeting, Convention, Event Planner
- Public Relations Specialist
- Sales Manager
- Sports Marketer
- Wholesale and Retail Buyer

## ENTRY-LEVEL CAREERS

- Bank Teller
- Social Media Coordinator
- Cashier
- Entrepreneur
- Customer Service Representative
- Food Service Manager
- Distribution Center Associate
- Insurance Sales Agent
- Property Manager
- Retail Salesperson
- Multimedia Marketing Assistant
- Waiter/Waitress



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