

MARKETING EDUCATION

2020-2021



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.

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
- Marketing Applications
- Strategic Entrepreneurship
- Integrated Marketing Communications
- Marketing Capstone



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)
- MKT 125: Personal Selling (3 Credit Hours)

Career Technical Assurance Guides (CTAGs)

- CTENTR001: Introduction to Entrepreneurship (3 Credit Hours)

Articulated Credits through Hocking College – Up to 9 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 – Up to 8 Credit Hours

INDUSTRY-RECOGNIZED CREDENTIALS (POINT VALUES)

- RISE UP Retail Industry Fundamentals (6 Points)
- RISE UP Customer Service and Sales (6 Points)
- RISE UP Advanced Customer Service and Sales (6 Points)
- The Business of Retail: Operations & Profit (6 Points)

OHIO MEANS JOBS 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*	\$22,310	\$34,730	\$54,360	HS Diploma or Equivalent	11,760
Sales Representatives, Wholesale and Manufacturing*	\$31,100	\$58,140	\$123,020	HS Diploma or Equivalent	5,120
Property and Real Estate, and Community Association Managers*	\$31,820	\$50,540	\$108,280	HS Diploma or Equivalent	820
Market Research Analysts and Marketing Specialists*	\$33,950	\$60,700	\$107,540	Bachelor's Degree	2,760
Online Merchants	\$40,580	\$70,320	\$117,290	Bachelor's Degree	3,400
Search Marketing Strategists*	\$37,430	\$80,130	\$124,320	Bachelor's Degree	490
Sales Managers*	\$60,030	\$124,170	\$187,200	Bachelor's Degree	1,070
Marketing Managers*	\$67,370	\$125,610	\$187,200	Bachelor's Degree	530

JOB OUTLOOK COMPILED BY OHIO MEANS JOBS AS OF OCTOBER 2020; 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

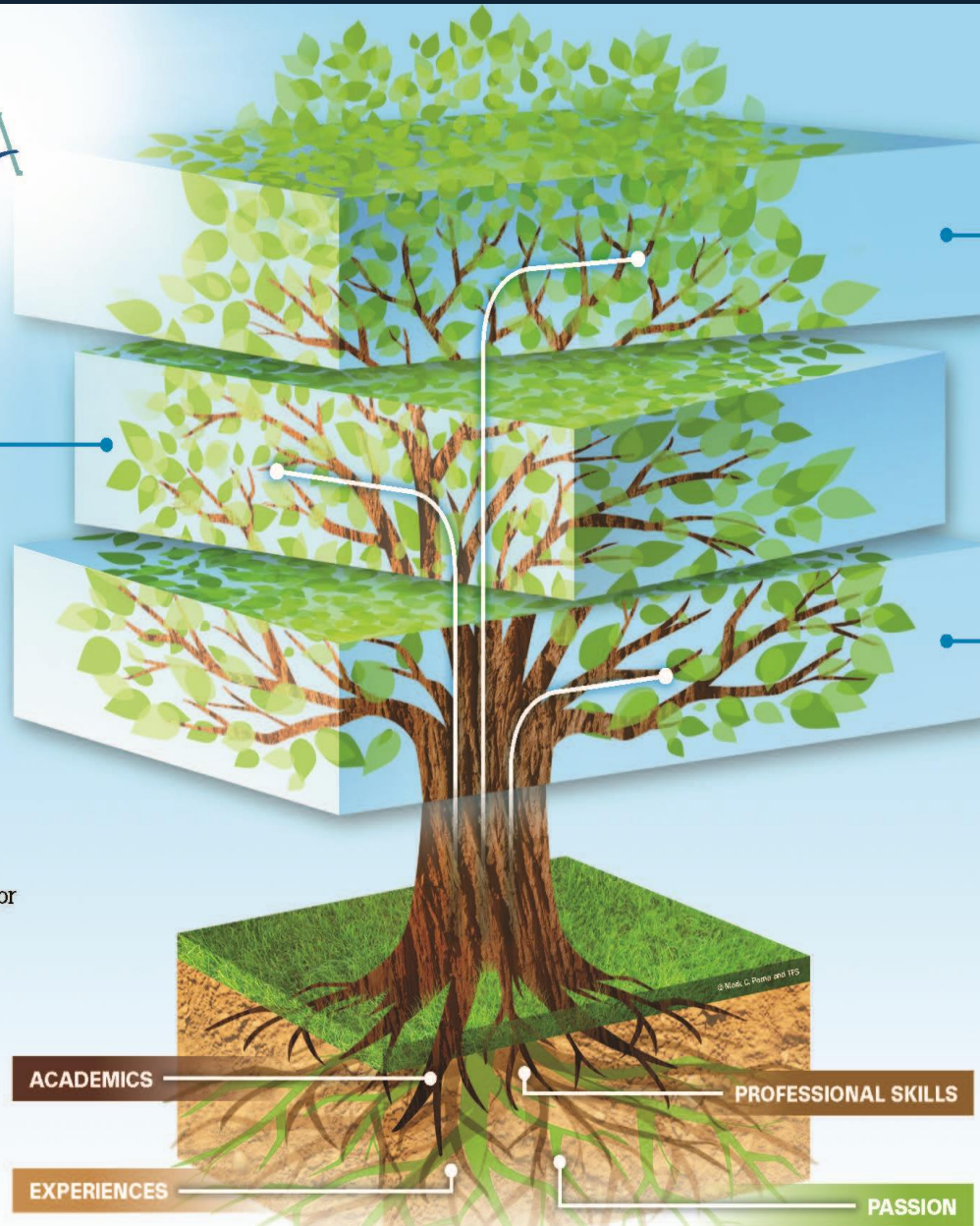
- Advertising & Promotion Manager
- Business Owner
- Fashion Merchandiser
- Franchiser
- Hotel Manager
- Distribution/Logistics Manager
- Real Estate Agent
- Retail Store Manager
- Inside Sales Market Representative
- Trade Expansion Manager
- Direct Marketing Coordinator
- Travel Agent

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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