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: 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 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 – 5 Credit Hours

INDUSTRY-RECOGNIZED CREDENTIALS (POINT VALUES)
- RISE UP Retail Industry Fundamentals (6 Points)
- RISE UP Customer Service and Sales (6 Points)
- The Business of Retail: Operations & Profit (6 Points)

OHIO MEANS JOBS OCCUPATIONS LISTED ACCORDING TO TYPICAL SALARY

<table>
<thead>
<tr>
<th>OCCUPATION TITLE</th>
<th>TYPICAL SALARY-BOTTOM 10%</th>
<th>TYPICAL SALARY-MEDIAN</th>
<th>TYPICAL SALARY-TOP 10%</th>
<th>TYPICAL EDUCATION</th>
<th>ANNUAL JOB OPENINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Property, Real Estate, &amp; Community Association Managers*</td>
<td>$23,140</td>
<td>$49,710</td>
<td>$122,910</td>
<td>HS Diploma or Equivalent</td>
<td>930</td>
</tr>
<tr>
<td>Customer Service Representatives*</td>
<td>$23,400</td>
<td>$35,830</td>
<td>$55,430</td>
<td>HS Diploma or Equivalent</td>
<td>12,690</td>
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<tr>
<td>Insurance Sales Agents*</td>
<td>$29,340</td>
<td>$55,440</td>
<td>$124,370</td>
<td>HS Diploma or Equivalent</td>
<td>2,060</td>
</tr>
<tr>
<td>Sales Representatives, Wholesale and Manufacturing*</td>
<td>$32,500</td>
<td>$60,600</td>
<td>$125,590</td>
<td>HS Diploma or Equivalent</td>
<td>5,620</td>
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<tr>
<td>Market Research Analysts and Marketing Specialists*</td>
<td>$34,410</td>
<td>$61,010</td>
<td>$109,290</td>
<td>Bachelor’s Degree</td>
<td>3,230</td>
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<tr>
<td>Sales Managers*</td>
<td>$59,980</td>
<td>$122,460</td>
<td>$208,000</td>
<td>Bachelor’s Degree</td>
<td>1,030</td>
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<tr>
<td>Marketing Managers*</td>
<td>$73,010</td>
<td>$132,830</td>
<td>$208,000</td>
<td>Bachelor’s Degree</td>
<td>660</td>
</tr>
</tbody>
</table>

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

JOB OUTLOOK COMPILRED BY OHIO MEANS JOBS AS OF SEPTEMBER 2021; VISIT OHIOMEANSJOBS.COM FOR MORE INFORMATION.

Instructor: Jason Biniker 419.666.1120 Ext. 1301 jbiniker@pentacc.org
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MARKETING EDUCATION

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

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