

MARKETING EDUCATION

2022-2023



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.

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)
- 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%	TYPICAL EDUCATION	ANNUAL JOB OPENINGS
Property, Real Estate, & Community Association Managers*	\$23,140	\$49,710	\$122,910	HS Diploma or Equivalent	930
Customer Service Representatives*	\$23,400	\$35,830	\$55,430	HS Diploma or Equivalent	12,690
Insurance Sales Agents*	\$29,340	\$55,440	\$124,370	HS Diploma or Equivalent	2,060
Sales Representatives, Wholesale and Manufacturing*	\$32,500	\$60,600	\$125,590	HS Diploma or Equivalent	5,620
Market Research Analysts and Marketing Specialists*	\$34,410	\$61,010	\$109,290	Bachelor's Degree	3,230
Sales Managers*	\$59,980	\$122,460	\$208,000	Bachelor's Degree	1,030
Marketing Managers*	\$73,010	\$132,830	\$208,000	Bachelor's Degree	660

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

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

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

CAREER TREE



TECHNICAL CAREERS

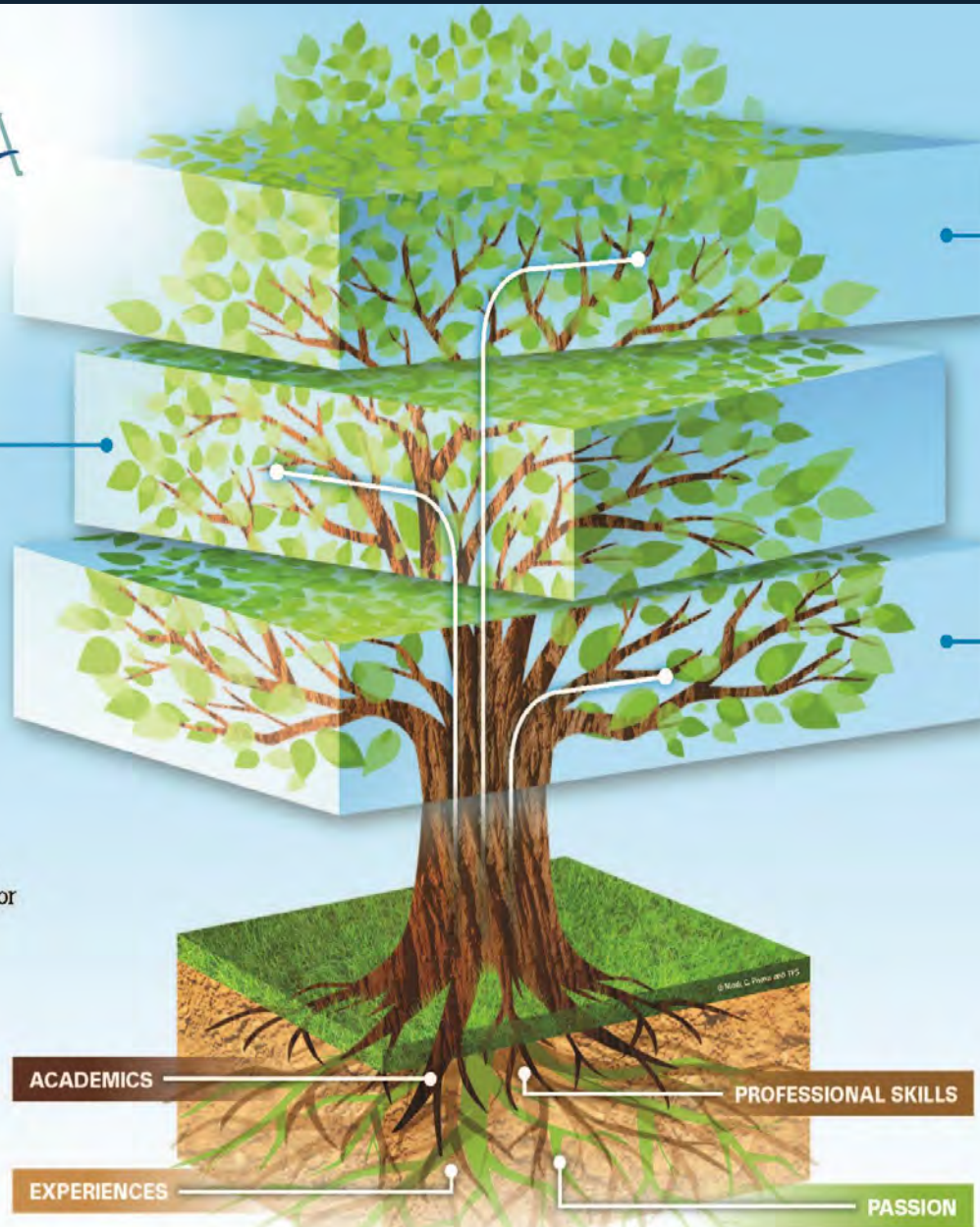
- Advertising & Promotion Manager
- Business Owner
- Fashion Merchandiser
- Franchiser
- Hotel Manager
- Distribution/Logistics Manager
- Real Estate Agent
- Retail Store Manager
- Inside Sales Market Representative
- Trade Expansion Manager
- Direct Marketing Coordinator
- Travel Agent

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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For Career Tree® tools and materials please visit TFSresults.com and call our team at 330.840.2680.

THE EDUCATION TREE PROGRAM IS A TRADE SKILLS EDUCATION PROGRAM. THE EDUCATION TREE PROGRAM IS A TRADE SKILLS EDUCATION PROGRAM. THE EDUCATION TREE PROGRAM IS A TRADE SKILLS EDUCATION PROGRAM. THE EDUCATION TREE PROGRAM IS A TRADE SKILLS EDUCATION PROGRAM.