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)

<table>
<thead>
<tr>
<th>OCCLUSION 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>
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<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>
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<td>Customer Service Representatives*</td>
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<td>$55,430</td>
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<td>Insurance Sales Agents*</td>
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<td>Sales Representatives, Wholesale and Manufacturing*</td>
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</table>

INCOME-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

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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

ACADEMICS

EXPERIENCES

PROFESSIONAL SKILLS

PASSION