

# 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
- Integrated Marketing Communications
- Strategic Entrepreneurship



## 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
Customer Service Representatives*	\$27,110	\$37,220	\$57,250	HS Diploma or Equivalent	14,440
Real Estate Sales Agents*	\$27,960	\$36,940	\$96,520	HS Diploma or Equivalent	1,120
Property, Real Estate, & Community Association Managers*	\$29,890	\$47,780	\$120,750	HS Diploma or Equivalent	910
Sales Representatives, Wholesale and Manufacturing*	\$32,880	\$61,790	\$124,570	HS Diploma or Equivalent	5,870
Market Research Analysts and Marketing Specialists*	\$36,730	\$61,460	\$104,330	Bachelor's Degree	3,250
Sales Managers*	\$62,170	\$127,240	\$208,000	Bachelor's Degree	980
Marketing Managers*	\$77,680	\$127,860	\$208,000	Bachelor's Degree	620

**JOB OUTLOOK COMPILED BY OHIO MEANS JOBS AS OF SEPTEMBER 2022; 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](mailto:jbiniker@pentacc.org)  
**Supervisor:** Jerry Gladieux 419.661.6492 [ggladieux@pentacc.org](mailto:ggladieux@pentacc.org)

**Career Services:** Marshall Wolf 419.661.6372 [mwolf@pentacc.org](mailto:mwolf@pentacc.org)  
**Admissions:** Tricia Hornyak 419.661.6498 [thornyak@pentacc.org](mailto:thornyak@pentacc.org)

EDUCATION WITH PURPOSE  
**CAREER TREE**



**TECHNICAL CAREERS**

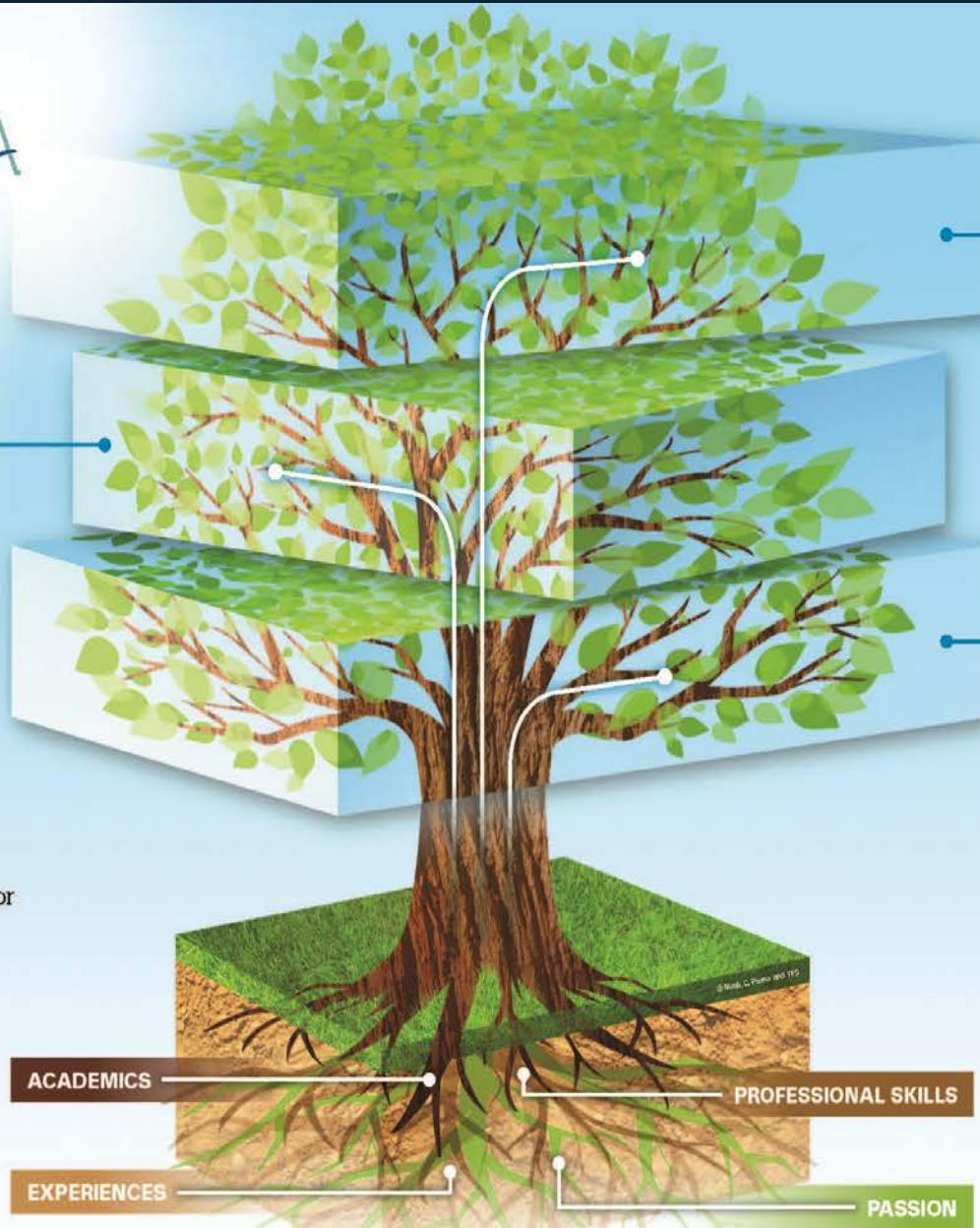
- Advertising & Promotion Manager
- Business Owner
- Fashion Merchandiser
- Franchiser
- Hotel Manager
- Distribution/Logistics Manager
- Real Estate Agent
- Retail Store Manager
- Inside Sales Market Representative
- Trade Expansion Manager
- Direct Marketing Coordinator
- Travel Agent

**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



**MARKETING EDUCATION**



For Career Tree® roots and materials please visit TFResults.com and call our team at 330.840.2480.

THE STRONGER YOU KNOW YOURSELF, THE MORE SUCCESSFUL YOU WILL BE IN YOUR CAREER. THE STRONGER YOU KNOW YOURSELF, THE MORE SUCCESSFUL YOU WILL BE IN YOUR CAREER. THE STRONGER YOU KNOW YOURSELF, THE MORE SUCCESSFUL YOU WILL BE IN YOUR CAREER.

©2018 PENTA CAREER CENTER