

# 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 Driver's License (1 Point)

## 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

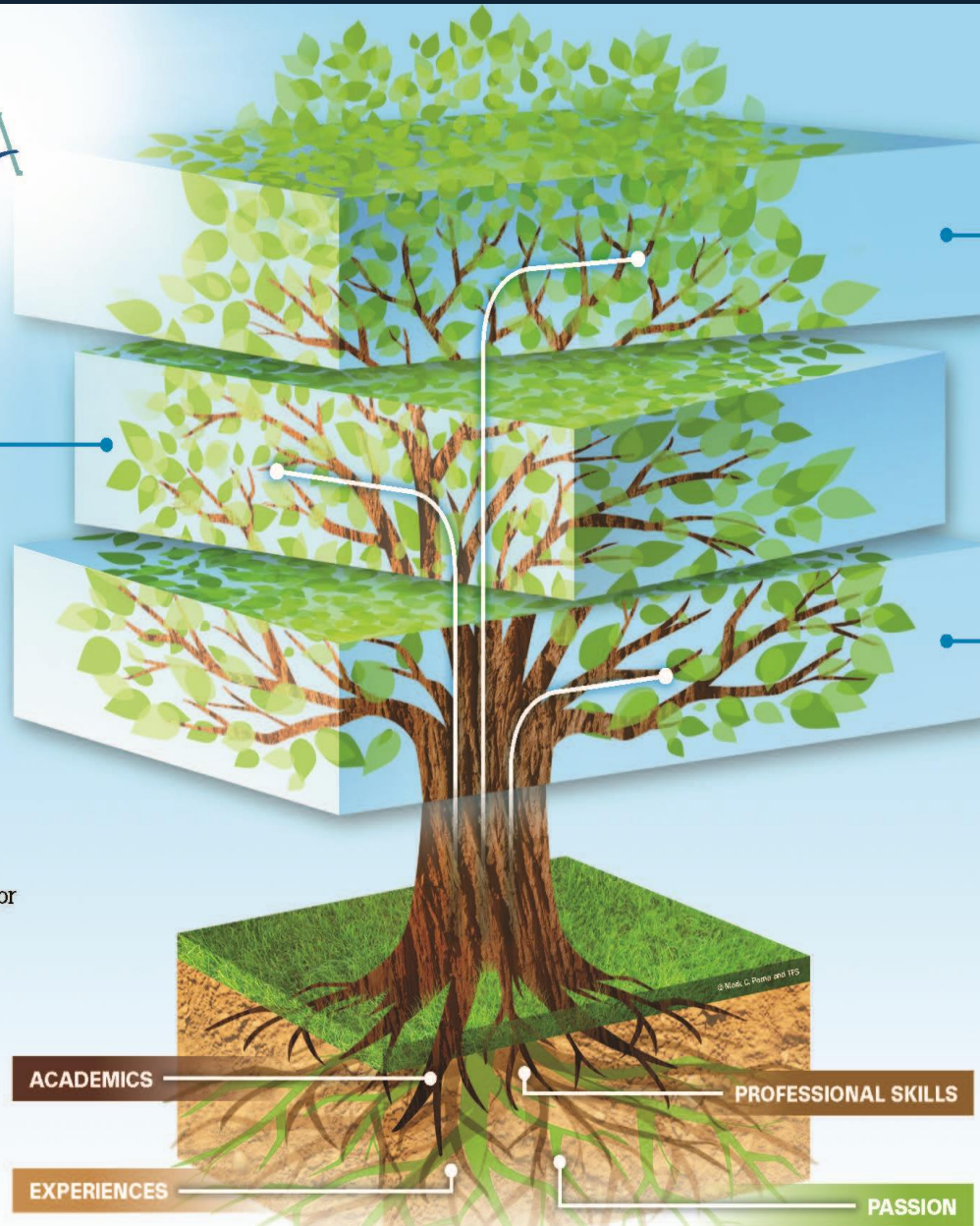
- Advertising & Promotion Manager
- Business Owner
- Fashion Merchandiser
- Franchiser
- Hotel Manager
- Distribution/Logistics Manager
- Real Estate Agent
- Retail Store Manager
- Inside Sales Market Representative
- Trade Expansion Manager
- Direct Marketing Coordinator
- Travel Agent

## 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



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