

MARKETING EDUCATION

2023-2024



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)
- BUS 215: Personal Finance Management (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*	\$27,840	\$38,060	\$57,740	HS Diploma or Equivalent	14,440
Real Estate Sales Agents*	\$24,440	\$35,930	\$75,950	HS Diploma or Equivalent	1,120
Property, Real Estate, & Community Association Managers*	\$34,710	\$49,860	\$99,860	HS Diploma or Equivalent	910
Sales Representatives, Wholesale and Manufacturing*	\$37,460	\$65,070	\$100,640	HS Diploma or Equivalent	5,870
Market Research Analysts and Marketing Specialists*	\$36,820	\$62,990	\$118,880	Bachelor's Degree	3,250
Sales Managers*	\$62,480	\$128,040	\$208,000	Bachelor's Degree	980
Marketing Managers*	\$75,050	\$130,680	\$214,690	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

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Admissions: Tricia Hornyak 419.661.6498 thornyak@pentacc.org

EDUCATION WITH PURPOSE CAREER TREE



TECHNICAL CAREERS

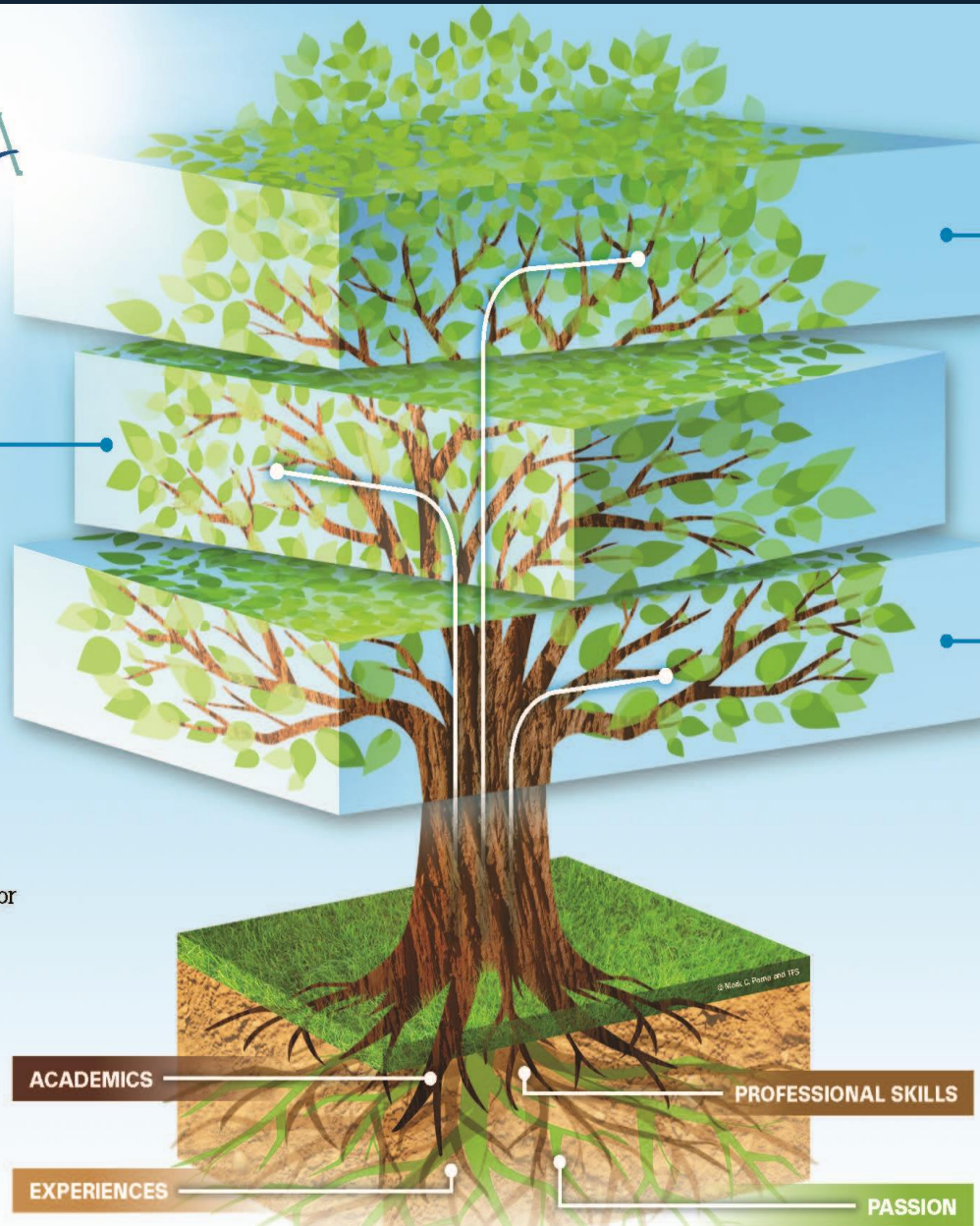
- Advertising & Promotion Manager
- Business Owner
- Fashion Merchandiser
- Franchiser
- Hotel Manager
- Distribution/Logistics Manager
- Real Estate Agent
- Retail Store Manager
- Inside Sales Market Representative
- Trade Expansion Manager
- Direct Marketing Coordinator
- Travel Agent

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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