

# MARKETING EDUCATION

2021-2022



**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](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**

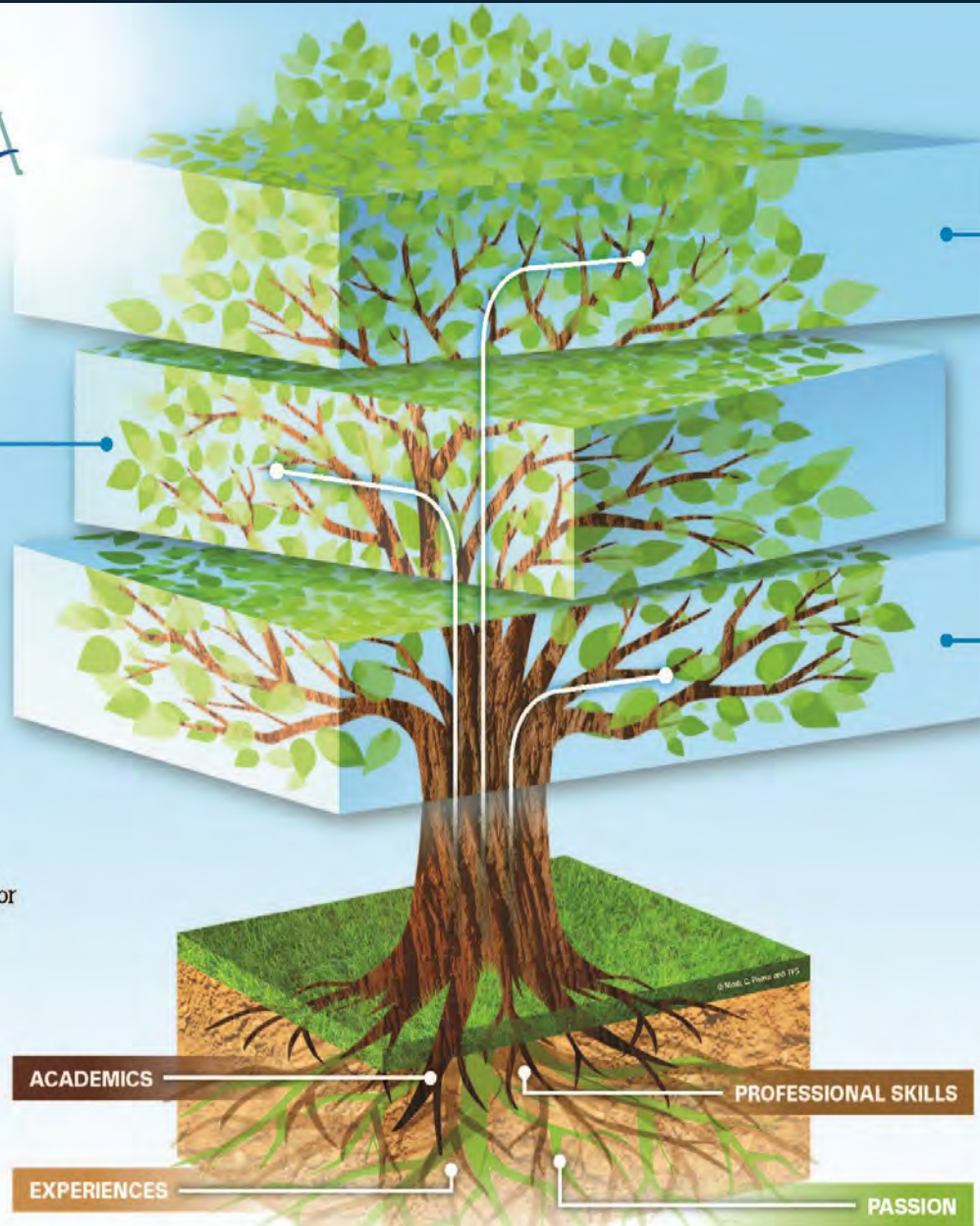
- Advertising & Promotion Manager
- Business Owner
- Fashion Merchandiser
- Franchiser
- Hotel Manager
- Distribution/Logistics Manager
- Real Estate Agent
- Retail Store Manager
- Inside Sales Market Representative
- Trade Expansion Manager
- Direct Marketing Coordinator
- Travel Agent

**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® tools and materials please visit TFSresults.com and call our team at 330.840.2680.

THE EDUCATION TREE PROGRAM™ (CAREER TREE) IS A TRADE SKILLS EDUCATION PROGRAM. THE TRADE SKILLS PROGRAM IS A TRADE SKILLS EDUCATION PROGRAM. THE TRADE SKILLS PROGRAM IS A TRADE SKILLS EDUCATION PROGRAM. THE TRADE SKILLS PROGRAM IS A TRADE SKILLS EDUCATION PROGRAM.

©2018 TFS. ALL RIGHTS RESERVED.