

COLLEGE TECH PREP

Marketing Education



Marketing Education is designed for students interested in exploring the fields of marketing, management, public relations, communication, advertising or sales. This two-year program gives student extensive experience in the business world with the latest technology and software. With the community as the classroom, students immerse themselves in hands-on, experience-based projects, opening employment doors for them in the future. Students also participate in worksite learning at a local business.

GRADE LEVEL: 10, 11, 12

LENGTH: One or two years

SCHOOL: Cuyahoga Falls, Roosevelt, Stow-Munroe Falls, Tallmadge

CREDIT:

Cuyahoga Falls:

Level I - Tech Theory 1.

Level II - Tech Theory 1; Lab 1.

Roosevelt:

Level I (optional) - Tech Theory 1.

Level II (seniors only) - Tech Theory 1; Lab 1.

Externship 1.

Stow-Munroe Falls:

Level I - Tech Theory 1.

Level II - Tech Theory 2; Lab 1.

Tallmadge: See Business Pathway.

Skills necessary for success:

- Creative problem-solver
- Makes decisions based on facts and experience
- Works with information, products and ideas
- Demonstrates written and verbal communication
- Interpersonal skills to work well with others
- Technology skills

Professional Pathway:

- Department store sales associates
- Sales manager
- Retail store manager
- Advertising specialist
- Public relations specialist

Program Requirements

- Excellent attendance record
- Minimum 2.5 GPA

Career interests/helpful background:

- Dealing with people and products
- Sales experience
- Meeting needs of consumers
- Business finance experience

Higher education opportunities

- Associate's degree
- Bachelor's degree

