



COLLEGE TECH PREP

Marketing Management

In their exploration of the fields of marketing, management, public relations, communications, advertising and sales, students get extensive experience in the use of the latest in technology and software. With the community as the classroom, students immerse themselves in the world of marketing through hands-on, community and experienced-based projects to bridge learning both inside and outside the classroom. Twelve college credits are available at The University of Akron, Summit College.

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/media skills

Professional Pathway:

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

Program Recommendations

- Excellent attendance record
- Minimum 2.5 GPA

Career interests/helpful background:

- Dealing with people and products
- Sales, business marketing experience
- Speaking, making presentations
- Business finance experience

Higher education opportunities

- 12 college credits are available at The University of Akron, Summit College. See page 34.
- Associate's degree
- Bachelor's degree

GRADE LEVEL: 10, 11, 12

LENGTH: One or two years

SCHOOL: Cuyahoga Falls, Roosevelt, 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.

Tallmadge: See Business Pathway.