

GET STARTED ON AN IN-DEMAND CAREER.



MARKETING AND SALES TECHNOLOGY

Associate of Applied Business

Do you have an interest in the sales development, distribution, pricing, and promotion of goods and services? If so, check out the Marketing and Sales Technology degree.

JOB OPPORTUNITIES FOR GRADUATES

The Marketing and Sales program is designed to assist students in gaining the necessary knowledge and competencies to succeed in an entry-level sales or marketing position or be promoted to a higher-level management position in the field of marketing and sales. Students completing this program are prepared for numerous jobs, including but not limited to: supervisor / manager of retail and non-retail sales workers; wholesale and manufacturing sales representatives; sales agents of financial services and insurance; and retail salespersons.

SALARY

Market research analysts and marketing specialists are among the fastest growing occupations for 2014-2024 according to Jobs Ohio Regional Network, with an expected 20.61% growth. Median salary of \$57,179.20.

ACCREDITATION

This program is accredited by the Accreditation Council for Business Schools and Programs (ACBSP).



LOCATION

Toledo-area Campus
Hybrid

OWENS.EDU

Office of Admissions

Toledo-area Campus - (567) 661-7777
Findlay-area Campus - (567) 429-3509

School of Business, Hospitality Management and Public Safety

(567) 661-7280
business@owens.edu



OWENS
COMMUNITY COLLEGE

PROGRAM CURRICULUM

MARKETING AND SALES TECHNOLOGY

Associate of Applied Business



1ST SEMESTER

BUS 102	College & Career Professional	Credits: 3(Lec: 3)
ENG 111	Composition I *	Credits: 3(Lec: 3)
	or	
ENG 111P	Composition I Plus *	Credits: 4(Lec: 4)
MKT 125	Personal Selling	Credits: 3(Lec: 3)
IST 131	Computer Concepts and Apps	Credits: 3(Lec: 3)
MTH 133	Quantitative Reasoning *	Credits: 3(Lec: 3 Lab: 1)

2ND SEMESTER

ECO 201	Microeconomics *	Credits: 3(Lec: 3)
MKT 101	Marketing	Credits: 3(Lec: 3)
BUS 101	Contemporary Business	Credits: 3(Lec: 3)
IST 235	Spreadsheet Applications-Excel	Credits: 3(Lec: 3)
	or	
BUS 150	Data Analysis for Business	Credits: 3(Lec: 3)
PHL 102	Principles of Ethics *	Credits: 3(Lec: 3)

3RD SEMESTER

ACC 101	Introductory Financial Acct	Credits: 3(Lec: 3)
BUS 120	Principles of Management	Credits: 3(Lec: 3)
MKT 225	Sales Management	Credits: 3(Lec: 3)
MKT 230	Mkt of Service Businesses	Credits: 3(Lec: 3)
_____	Social and Behavioral Sciences Elective	Credits: 3(Lec: 3)
	<i>*PSY 101 Recommended</i>	

4TH SEMESTER

BUS 200	The Legal Environment of Bus	Credits: 3(Lec: 3)
_____	Business (BUS) Course Elective	Credits: 3(Lec: 3)
	<i>*BUS 105, BUS 152, or BUS 215 Recommended</i>	
MKT 242	Marketing on the Web	Credits: 3(Lec: 3)
MKT 210	Marketing Planning & Mgmt	Credits: 3(Lec: 3)
_____	Elective	Credits: 3
	<i>*Select any combination of Elective courses excluding developmental education courses.</i>	
	<i>**MKT 115 or MKT 270 Recommended</i>	

*Ohio Transfer Module Course

More information about the Ohio Transfer Module Course can be found at www.ohiohighered.org/transfer/transferrmodule

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