



Your Success  
Starts Here.



## MARKETING AT ANTHONY WAYNE HIGH SCHOOL

**Owens Community College Major:** Marketing and Sales

**Program Length:** 4 semesters      **Credits:** 62-63

### PROGRAM INFORMATION

Do you have an interest in the development, distribution, pricing, and promotion of goods and services? 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. This program focuses on understanding and satisfying consumer needs and highlights the marketing firm's environment and influence.

### JOB OPPORTUNITIES FOR GRADUATES

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

The U.S. Department of Labor, Bureau of Statistics for the Toledo area, reports annual salaries for positions such as those listed above range from \$25,490 to \$103,190, and that the demand for workers in such positions in Ohio will grow from 5.8% to 14% between 2010 and 2020.

### TECH PREP SCHOLARSHIP

Owens Community College offers Tech Prep scholarships to graduating high school seniors who have participated in a Tech Prep career pathway within the Greater Northwest Ohio Tech Prep Consortium. The maximum award is \$2,000 total (\$1,000 per year) or \$500 per semester for four semesters to cover tuition, fees, and an allotment for books **that are not covered** by other financial aid, such as Federal Pell Grant, as long as the student maintains eligibility. This scholarship does not pay for supplies, lab fees, course fees, and other institutional fees. Students must earn a 2.5 on a 4.0 GPA scale by the end of the 7<sup>th</sup> semester of high school. They must enroll at Owens, full time, for the fall semester immediately following high school graduation, and declare an associate degree program related to the chosen high school Tech Prep pathway.



OWENS  
COMMUNITY COLLEGE



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**1ST SEMESTER**

**BUS 102 College & Career Professional** Credits: 3  
 ENG 111 Composition I\* Credits: 3  
**BUS 101 Contemporary Business** Credits: 3  
 IST 131 Computer Concepts and Apps Credits: 3  
 MTH 121 Mathematics of Finance Credits: 3

**2ND SEMESTER**

ENG 112 Composition II\* Credits: 3  
 ECO 201 Microeconomics\* Credits: 3  
 MKT 101 Marketing Credits: 3  
 BUS 120 Principles of Management Credits: 3  
**MKT 125 Personal Selling** Credits: 3

**3RD SEMESTER**

ENG 120 Business Communications Credits: 3  
 MTH 213 Introductory Statistics\* Credits: 3  
 MKT 242 Marketing on the Web Credits: 3  
 ACC 101 Introductory Financial Acct Credits: 3  
 MKT 270 Market Info & Consumer Analy Credits: 3

**4TH SEMESTER**

PHL 101 Intro to Philosophy\* Credits: 3  
 OR  
 PHL 102 Principles of Ethics\* Credits: 3  
 PSY 101 General Psychology\* Credits: 3  
 OR  
 SOC 101 Sociology\* Credits: 3  
 BUS 200 The Legal Environment of Bus Credits: 3  
 MKT 210 Marketing Planning & Mgmt Credits: 3  
 MKT 230 Mkt of Service Businesses Credits: 3  
 MKT 115 Retailing Management Credits: 3  
 OR  
 MKT 245 Advertising Credits: 3  
 OR  
 BUS 293 Business Mgt Coop Work Exp Credits: 1 or 2

**Students will also earn Entrepreneurial Marketing (Credits: 3)**

This program participates in College Credit Plus (CCP) at Owens Community College.

<u>College Credits earned via CCP:</u>	<u>12</u>
<b>TOTAL:</b>	<b>12</b>

**Cost savings to the student: \$1,836**  
*Calculation is based on current tuition structure, and is subject to change.*

Students do not receive an application fee if they continue their studies at Owens Community College!

For enrollment information, please contact your Admissions Representative:

JJ Sharpe  
 Office of Admissions  
 30335 Oregon Rd.  
 Perrysburg, OH 43551  
 (567) 661-7777  
 Jennifer\_Sharpe2@owens.edu

\*Ohio Transfer Module Course; More information about the Ohio Transfer Module Course can be found at [www.ohiohighered.org/transfer/transfermodule](http://www.ohiohighered.org/transfer/transfermodule)

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