

Marketing and Media



Program Highlights

Marketing and Business Basics
 Economic Concepts
 International Business
 Customer Relationship Management
 Computer Applications
 Graphic Design Basics
 Digital Design Basics
 Promotion
 Pricing
 Product Management
 Place (Distribution)
 Market Research
 Entrepreneurship
 Branding
 Sales
 Sports Marketing
 Events Marketing
 Television and Radio Marketing

Special Features

Advanced Placement
 Business Professionals of America
 College Tech Prep Option Program
 Early College Connection

Career Opportunities

Salesperson
 Customer Service Manager
 Internet Marketing
 Media Buyer
 Events Planner
 Sports Marketing
 Entertainment Marketing

Job Outlook

Employment in this career field is projected to grow rapidly by the year 2014. New jobs will be created as an expanding economy generates more products and services to advertise.

Career Pathway To

Customer Service Manager
 Fashion Merchandising
 Advertising Manager
 Public Relations Manager
 Sales

ADDITIONAL PROGRAM HIGHLIGHTS

CAREER PROGRAM ARTICULATIONS

Colleges listed in this section allow selected credits earned in this career program at MVCTC to be transferable to the partner college. These credits are applied toward a degree. Number of college credits subject to change.

Sinclair Community College - 10 credits

ORGANIZATIONAL AFFILIATIONS

This career program has affiliations with these organizations.

Business Professionals of America
 Miami Valley Tech Prep Consortium

STUDENT CERTIFICATIONS

Training in this career program may lead to accreditations/certifications that are listed in this section.

Microsoft Certified Application Specialist

For more information contact your Guidance Counselor or:



Miami Valley Career Technology Center
 6800 Hoke Road Clayton, OH 45315-9740
 Toll Free 1 877-766-8282 or 937-854-6390
 or www.mvctc.com



The MVCTC is dedicated to providing equal admission opportunities, equal educational opportunities, and equal employment opportunities without regard to race, religion, color, national origin, ancestry, age, sex, sexual orientation, handicap, marital status, or veteran status.

2010-2011

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COLLEGE TECH PREP OPTION PROGRAM

Level 1	Level 2
Lab - Required	Lab - Required
English Students will take courses to meet the Ohio Core requirements	English Students will take courses to meet the Ohio Core requirements Dual Credit College Academic Writing & Reading Dual Credit College Writing in Academic Discourse
Math Students will take courses to meet the Ohio Core requirements	Math Students will take courses to meet the Ohio Core requirements Dual Credit College Algebra/Statistics if requirements met or Pre-Calculus Dual Credit College Pre-Calculus
Science Students will take courses to meet the Ohio Core requirements	Science Students will take courses to meet the Ohio Core requirements
	Social Studies Students will take courses to meet the Ohio Core requirements Dual Credit Economic Life

For more information about the Ohio Core, go to www.ode.state.oh.us and use the keywords search: Ohio Core. All students attending MVCTC a full day have an opportunity to earn up to eight high school credits.

College Tech Prep:

- College Tech Prep students must have a C or better in Algebra I by the end of the junior year.
- Students enrolled in Allied Health Technologies Tech Prep, Biotechnology Tech Prep and Sports Medicine Tech Prep must have a C or better in Biology by the end of the junior year.
- College Tech Prep students must complete Algebra II before graduation.

Dual Credit:

Dual enrollment is not PSEO. Dual Enrollment allows students the opportunity to remain on the MVCTC campus, take a college-level course during the school day and earn both high school and college credit.

Courses Subject to Change