

# Marketing / Management



## Career Opportunities

- Customer Service Representative
- Retail Business Management
- Human Resources Generalist
- Salesperson
- Promotional Coordinator
- Merchandiser
- Continuing Education and Training in the fields of Marketing, Management, Business or Human Resources

## Marketing Management

Marketing Management teaches you the fundamentals of marketing and business operation. Course topics include Business Management, Supervision, Employee Survival Skills, Human Relations or Basic Interpersonal Skills, Economics, and Sales and Promotion. You also study Marketing/Business Basics, Economics, Film Editing, Fundamentals of Merchandising/Distribution, Pricing, Outside Selling, Information Management, Promotions, Applied Management and Credit.

This cooperative program allows you to earn credit for on the job training. You must work a minimum of ten hours a week in a marketing related job to qualify for these credits. The program also has an active DECA Chapter, the student organization for marketing students.

Starting Salary Range:  
\$7 - \$10 per hour

Who Can Enroll:  
High School Juniors and Seniors  
Post-Secondary Students

College Credit:  
NOC, OSU-Okmulgee, Cowley CCC



Education and training at the *speed* of business.

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[www.hptc.edu](http://www.hptc.edu)

# Marketing / Management

## Retail Management (780 hours)

### Course Information

- Intro to Business/Marketing (60 hours)
- Customer Service (60 hours)
- Marketing Fundamentals (120 hours)
- Entrepreneurship (120 hours)
- Product and Service Sales (120 hours)
- Buying and Merchandising (60 hours)
- Business Management & Supervision (120 hours)
- Career Major Capstone (120 hours)

## Marketing Assistant (660 hours)

### Course Information

- Fundamentals of Technology (120 Hours)
- Customer Service (60 hours)
- Marketing Fundamentals (120 hours)
- Sales & Sales Promotions (60 hours)
- Business & Marketing Communications (60 hours)
- Advertising Strategies (120 hours)
- Career Major Capstone (120 hours)

## Marketing Communication Associate (960 hours)

- Fundamentals of Technology (120 hours)
- Employment Essentials (60 hours)
- Customer Service (60 hours)
- Marketing Fundamentals (120 hours)
- Business and Marketing Communications (60 hours)
- Product & Service Sales (60 hours)
- Advertising Strategies (120 hours)
- Marketing Research (120 hours)
- Public Relations Marketing (120 hours)
- Career Major Capstone (120 hours)

### Helpful Attributes

Analytical Skills, Computer Knowledge, Communication Skills, Reading and Writing Skills, Math Skills

## Adult Tuition Information

|                |                 |                |
|----------------|-----------------|----------------|
| <b>TUITION</b> | In District     | \$2.25 an hour |
|                | Out of District | \$4.50 an hour |

**OTHER** Certification/Testing-Variou Prices

**ADULT FEES** Book/Material Use Fee

## Certifications Available

Marketing Fundamentals

Business Management & Supervision

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