

Central Ohio Technical College

Newark • Coshocton • Knox • Pataskala

Degrees that *Work*

The mission of Central Ohio Technical College is to meet the technical education and training needs of students and employers in the area.

Business Management Technology Marketing/Sales Option

Program Summary

The Business Management Technology program awards an Associate of Applied Business Degree with a Marketing/Sales Option. The program offers an excellent curriculum designed to provide well-rounded skills and experiences essential for employees in today's business marketing and sales environment. The Business Management Technology: Marketing/Sales is offered at all four Central Ohio Technical College (COTC) campus locations: Newark, Coshocton, Knox, and Pataskala.

The classes in Business Management option of Marketing and Sales are broad based and provide intensive learning explorations and applications. The curriculum includes but is not limited to:

- Public Relations
- Design Software Fundamentals
- Organizational Ethics
- Service Marketing and Management
- Salesmanship
- Customer Service
- Advertising Concepts/Procedures
- Accountable Marketing
- Retail Management
- Mass Media Communications
- Internships & Service Learning

The curriculum also includes other relevant general and management courses to help students develop skills that make COTC graduates of Business in Marketing and Sales the best in their field.

Because many business students prefer to work while pursuing their degree, the program offers a flexible schedule. Students may enroll part or full time, and may attend day or evening classes. Central Ohio Technical College also offers online learning

opportunities, weekend opportunities and courses at all four of our campus locations.

Learning Outcomes

At the completion of the plan of study the student will be able to:

- Examine, interpret and apply current emerging business concepts and philosophies in today's technological business environment;
- Illustrate conceptual, synthetic and analytical thinking skills relative to decision making, problem solving, leadership, motivation, human relations and technical applications;
- Analyze and practice hands-on projects, exercises and presentations that simulate real world circumstances as well as work experience in an internship that reinforces concepts and ideals in all business arenas;
- Manage work habits consistent with professional responsibility, ethics, laws, interpersonal communications and team building competencies;
- Demonstrate competencies with computer software applications;
- Employ proficiencies in salesmanship, customer service, and training and development relative to different business philosophies and environments.

Career Opportunities

The area of Business Management in Marketing/Sales is vibrant and the job market is predicted to grow by 20% in the next 10 years. Marketing professionals work with every functional area of any company. Students may find jobs as:

- Marketing Coordinators
- Sales Executives
- Online Marketing Managers

- Marketing Associates/Assistants
- Relationship Managers
- Marketing Research Evaluators
- Marketing Specialists

The average starting salary range is \$30,000 – \$32,999, depending upon one's area of expertise and choice in the market.

Other related fields also available at COTC include Accounting, Computer Programming, Human Resources Management, and Office Administration.

Transferability

Many of COTC's graduates holding the Associate of Applied Business degree choose to continue their education by pursuing a bachelor's degree at other nearby institutions. DeVry, Franklin, Mount Vernon Nazarene, Ohio Dominican and Otterbein universities work closely with COTC for ease of transfer credit. COTC shares its Newark campus with The Ohio State University at Newark, who accepts COTC credit and transferability into their Technical Education and Training/Teaching major. Transfer options continue to expand, so make sure to ask about this terrific opportunity!

Important Student Characteristics

Every establishment in the community is a business and each of these employers need value added employees with sales and marketing knowledge. Skills and characteristics for a successful career in Business Management Marketing and Sales include:

- Enjoy working with others
- Dedication
- Discipline
- Desire to learn

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- Openness to change
- Flexibility
- Ability to meet deadlines

Sample Curriculum

Course Title	Credit Hours
First Quarter	
Principles of Business	4.00
Principles of Marketing	4.00
Team Building	4.00
Design Software Fundamentals	2.00
Non-Technical Elective - Mathematics	5.00
<i>Total Credit Hours:</i>	19.00
Second Quarter	
Business Law Today	5.00
Organizational Ethics	3.00
Public Relations	3.00
Principles of Computing	1.00
Composition I	4.00
Design Fundamentals	3.00
<i>Total Credit Hours:</i>	19.00
Third Quarter	
Principles of Management	4.00
Personal Computer Applications in Business	4.00
Composition II	4.00
Mass Media Communications	3.00
<i>Total Credit Hours:</i>	15.00
Fourth Quarter	
Microeconomics	4.00
Service Marketing and Management	3.00
Salesmanship	3.00
Customer Service	3.00
Effective Communications	4.00
<i>Total Credit Hours:</i>	17.00
Fifth Quarter	
Principles of Accounting -- Financial	5.00
Advertising Concepts/Procedures	3.00
Accountable Marketing	3.00
Business Mathematics	5.00
<i>Total Credit Hours:</i>	16.00

Sixth Quarter

Retail Management	3.00
Cases in Marketing/Research	3.00
Internship/Service Learning III	3.00
Non-Technical Elective - Lab Science	5.00
<i>Total Credit Hours:</i>	14.00
<i>Program Total Credit Hours:</i>	100.00

How do I Start?

If you are a new student, you may apply online at www.cotc.edu. You may also contact the **Gateway - Office of**

Admissions for more information:

E-mail: cotcadmissions@cotc.edu

Newark Campus 740.366.9494
800.963.9275 Ext. 494

Coshocton Campus 740.622.1408

Knox Campus 740.392.2526

Pataskala Campus 740.964.7090

Returning COTC students should contact the **Gateway- Office of Academic Advising** at 740.366.9422 or 800.963.9275 Ext. 422.

For specific questions regarding Business Management Technology contact:

- Gateway - Office of Academic Advising at cotcadvising@cotc.edu, or
- Murray Brunton,* Professor of Business Management, at mbrunton@cotc.edu, or
- Bonnie Buchanan,* Instructor, at bbuchana@cotc.edu, or
- Kim Goudy,* Instructor, at kgoudy@cotc.edu, or
- Cindy Nauer,* Associate Professor of Business Management, at cnauer@cotc.edu

**Faculty Advisors can be reached during the academic year from September to June.*

Accreditation/ Membership

Central Ohio Technical College is accredited by The Higher Learning Commission and is a member of the North Central Association. Phone: 312.263.0456
www.ncahigherlearningcommission.org

COTC is also a member of the American Association for Higher Education, the American Association of Community Colleges, the American Council on Education, the American Technical Education Association, Inc., the Ohio Association of Two-Year Colleges and the Ohio College Association.



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