



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

Findlay Hybrid  
Toledo-area Campus  
Toledo Hybrid

For more information, visit [www.owens.edu](http://www.owens.edu) or call:

#### Office of Admissions

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

#### School of Business, Information and Public Service

(567) 661-7280  
[business@owens.edu](mailto: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)
BUS 101	Contemporary Business	Credits: 3(Lec: 3)
IST 131	Computer Concepts and Apps	Credits: 3(Lec: 3)
MTH 121	Mathematics of Finance	Credits: 3(Lec: 3)

#### 2ND SEMESTER

MKT 125	Personal Selling	Credits: 3(Lec: 3)
ECO 201	Microeconomics *	Credits: 3(Lec: 3)
MKT 101	Marketing	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 270	Market Info & Consumer Analy	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)
MTH 213	Introductory Statistics *	Credits: 3(Lec: 3)
MKT 242	Marketing on the Web	Credits: 3(Lec: 3)
MKT 210	Marketing Planning & Mgmt	Credits: 3(Lec: 3)
_____	Elective	Credits: 3

*\*Select any combination of Elective courses excluding developmental education courses.*

*\*\*MKT 115 Recommended.*

\*Ohio Transfer Module Course

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

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Your *Success* Starts Here.



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