

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:
Cowley CCC



Education and training at the *speed* of business.

3921 34th Street
Woodward, OK 73801
580-256-6618
www.hptc.edu

Marketing / Management

Management (780 hours)

Course Information

- Fundamentals of Technology (120 hours)
- Customer Service (60 hours)
- Business & Marketing Communications (60 hours)
- Intro to Business/Marketing (60 hours)
- Personal Finance (120 hours)
- Human Resources Concepts (120 hours)
- Business Management & Supervision (120 hours)
- Career Major Capstone (120 hours)

Entrepreneur (960 hours)

Course Information

- Fundamentals of Technology (120 hours)
- Customer Service (60 hours)
- Business & Marketing Communications (60 hours)
- Entrepreneurship Awareness (120 hours)
- Personal Finance (120 hours)
- Desktop Publishing & Graphic Design (120 hours)
- Accounting 1 (120 hours)
- Digital Media Production (120 hours)
- Career Major Capstone (120 hours)

Digital Marketing Specialist (960 hours)

Course Information

- Fundamentals of Technology (120 hours)
- Marketing Fundamentals (120 hours)
- Digital Marketing (120 hours)
- Marketing Research (120 hours)
- Multimedia & Image Management Techniques (120 hours)
- Fundamentals of Web Design (120 hours)
- Advertising Strategies (120 hours)
- Career Major Capstone (120 hours)

Helpful Attributes

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

Adult Tuition Information

TUITION	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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