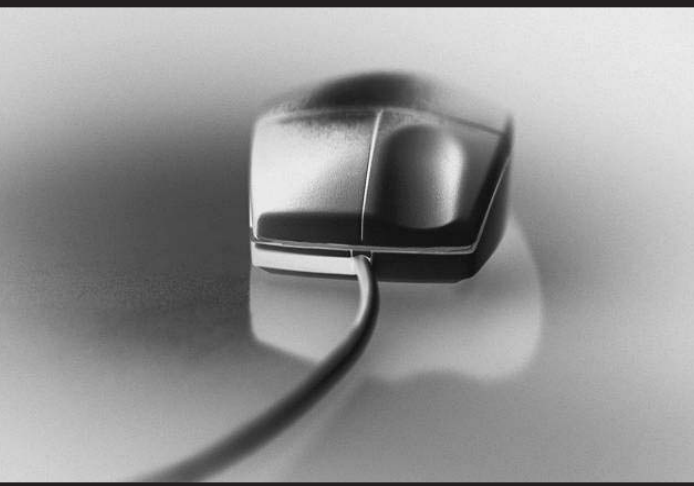


Marketing Management



Adult Tuition Information

TUITION	In District (1/2 day) /Semester \$328.12 In District (Full day)/Semester \$656.25 Out of District (1/2 day)/Semester \$656.25 Out of District (Full day)/Semester \$1312.50
OTHER	Certification/Testing-Variou Prices
ADULT FEES	Book/Material Use Fee

www.hptc.net

Course Information

Marketing Fundamentals

Orientation and Marketing Basics	60
Employee Survival Skills	60
Human Relations/Interpersonal	90
Sales	135
Economics	135
Promotions	<u>45</u>
TOTAL HOURS:	525

Business Management and Supervision

Marketing/Business Basics	90
Economics	120
Fund. of Merchandising/Distribution	60
Pricing	15
Outside Selling	45
Information Management	15
Promotion	30
Applied Management	135
Credit	<u>15</u>
TOTAL HOURS:	525

Helpful Attributes

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

Certifications Available

Marketing Fundamentals
Business Management and Supervision

For more information call 580.256.6618.

High Plains Technology Center does not discriminate on the basis of race, color, sex/gender, age, national origin, disability, or veteran status. Inquiries concerning application of this policy may be referred to High Plains Technology Center, Amber Riley and Tony Haskins, Compliance Coordinators, 3921 34th Street, Woodward, OK 73801. (580) 256-6618.

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Marketing Management

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

College Credit: NOC, OSU-Okmulgee,
Cowley County Community College

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



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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.



Forrest Rogers
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