



TRUMBULL
CAREER &
TECHNICAL
CENTER

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EEO Disclaimer: The TCTC is an equal opportunity educational institution which does not discriminate against any individual on the basis of race, color, creed, religion, age, sex, disability or national origin.



are you ready to apply?

- Strong Math & Communications Skills are a Plus
- Students Should have a 90% or Better Attendance Rate
- Must be a "People" Person, Able to Self Motivate
- Strong Work Ethic is Essential
- Must Enjoy Working with People, in Addition to a Varied Work Environment
- The ability to Multi-task is Important
- Students with Excellent Attendance will Benefit when Being Placed in an Employment Setting
- Transportation is Needed in the Senior Year, for Job Placement
- Students enrolling in the TCTC may have no more than two credit deficiencies toward graduation

student organizations

- Career Technical Student Organization
- Youth Leadership Council
- Diversity Club
- SADD
- National Technical Honor Society

additional benefits of a TCTC education

- Job Shadowing
- Job Placement
- Advanced Placement
- Ohio Career / Technical Certification
- Industry Licensure / Certification
- Post-Secondary Articulation
- Comprehensive Career Passport
- Attendance and Achievement Incentives
- College Visitations
- Career Fair
- Ohio Graduation Test Remediation
- Career Assessment
- Student Support Services

Marketing Education



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about the program...

brief overview

Marketing Education students are provided with the training and experience needed to become successful in a marketing career of their choice. They are taught all of the activities involved in the channels of distribution from the manufacturing process to the point of sale. During the junior year, Marketing students operate our school store, The HOT Spot, which is open to the public every day. During this time students receive hands on training and instruction. During the senior year, students will continue their related instruction in the classroom and their hands on learning on the job. All senior students work in a marketing related field during the afternoon. This employment qualifies senior students for early release each day after third period.

what you'll learn

- Product/Service Knowledge
- Operational Concepts
- Management Principles
- CAP Automation Technology
- Advertising & Display
- Human Relations
- Computerized Inventory Procedures
- Merchandising
- Business Cycle
- The Marketing Mix



future career opportunities

Entry-Level Careers:

- Customer Service Representative
- Retail Salesperson
- Sales Associate
- Counter & Rental Clerk
- Sales Representative
- Wholesale Employee
- Cashier
- Manufacturing Employee

Careers Available with Further Education:

- Sales Managers
- Marketing Managers
- Advertising & Promotion Managers
- Public Relations Personnel
- Marketing Research Analysts
- Entrepreneurs

educational opportunities in this pathway

- Two Year Associate Degree in Marketing Education
- Four Year Bachelor of Science Degree in Marketing Education

