



**2008 - 2009 Program of Study - Postsecondary Semesters**

Postsecondary Institution: Stark State College  
 College Major: (if applicable) Marketing & Mgmt Tech College Degree: (if applicable) AAB  
 Specify Industry Credential Opportunities (if applicable): \_\_\_\_\_

Certificate, Adult and/or Apprenticeship Program: (if applicable) \_\_\_\_\_

Secondary Program Name: Marketing Technologies Secondary School Name: Lake High School District Name: Lake Local Schools

	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code
<b>Year 1 1st Sem.</b>	Business Administration BUS121 (4)	<b>RT</b>	Business Computer Apps BCA120 (4)	<b>RT CC</b>	Business Math BUS123(4)	<b>RA</b>	College Composition ENG124(3)	<b>RA:</b>	Effective Speaking COM121(3)	<b>RA TAG</b>						
<b>Year 1 2nd Sem.</b>	Principles of Marketing MKT121(3)	<b>RT TAG</b>	Micro-economics BUS221(3)	<b>RA TAG</b>	Quantitative Business Statistics ACC127(4)	<b>RA</b>	Business Communication ENG230(3)	<b>RA TAG</b>	Financial Accounting ACC132(4)	<b>RT TAG</b>						
<b>Year 2 1st Sem.</b>	Principles of Management MGT121(3)	<b>RT</b>	Macro-economics BUS122 (3)	<b>RA TAG</b>	Sales MKT221(3)	<b>RT</b>	Advertising MKT222(3)	<b>RT</b>	Managerial Accounting ACC133(4)	<b>RT TAG</b>	Consumer Behavior MKT227(3)	<b>RT</b>				
<b>Year 2 2nd Sem.</b>	Market Planning MKT229(4)	<b>RT</b>	Market Research MKT233(3)	<b>RT</b>	Business to Business Marketing MKT228(3)	<b>RT</b>	Sociology SOC121(3)	<b>RA TAG</b>	Business Law & Ethics ACC130(3)	<b>RT TAG</b>						

**Contact Person:** Jerry Myers  
**Title:** Department Chair/Associate Professor,  
**Phone:** 330-494-6170 ext 4347  
**E-mail:** jmyers@starkstate.edu

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**CODES** (use all that apply)

**RT:** Required Technical Courses      **CT2:** Eligible for CT2 Credit  
**RA:** Other Required Courses      **TAG:** Eligible for TAG Credit  
**RE:** Recommended Electives  
**CC:** Other College Credit Opportunities (based on articulation or dual/concurrent enrollment agreements with partner high school)

**2008 - 2009 Program of Study - Postsecondary Semesters**

Postsecondary Institution: Stark State College  
 College Major: (if applicable) E-Commerce Marketing College Degree: (if applicable) AAB  
 Specify Industry Credential Opportunities (if applicable): \_\_\_\_\_

Certificate, Adult and/or Apprenticeship Program: (if applicable) \_\_\_\_\_

Secondary Program Name: Marketing Technologies Secondary School Name: Lake High School District Name: Lake Local Schools

	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code
<b>Year 1 1st Sem.</b>	Business Administration BUS121(4)	<b>RT</b>	Business Computer Apps BCA120 (4)	<b>RT CC</b>	Business Math BUS123(4)	<b>RA</b>	College Composition ENG124(3)	<b>RA</b>	Effective Speaking COM121(3)	<b>RA TAG</b>						
<b>Year 1 2nd Sem.</b>	Principles of Marketing MKT121(3)	<b>RT TAG</b>	Quantitative Business Statistics ACC127(4)	<b>RA</b>	Business Communication ENG230(3)	<b>RA TAG</b>	Financial Accounting ACC132(4)	<b>RT TAG</b>	Internet Design Tools ECA154(3)	<b>RT</b>						
<b>Year 2 1st Sem.</b>	Principles of Management MGT 121(3)	<b>RT</b>	Micro-economics BUS221(3)	<b>RA TAG</b>	Internet Marketing MKT232(2)	<b>RT</b>	Advertising MKT222 (3)	<b>RT</b>	Managerial Accounting ACC133(4)	<b>RT TAG</b>	Microsoft Server Side Scripting ECA229(3)	<b>RT</b>				
<b>Year 2 2nd Sem.</b>	Market Planning MKT229(4)	<b>RT</b>	Macro-economics BUS222(3)	<b>RA TAG</b>	Business to Business Marketing MKT228 (3)	<b>RT</b>	Client Side Scripting ECA225(3)	<b>RT</b>	Sociology SOC121(3)	<b>RA TAG</b>	Business Law & Ethics ACC130(3)	<b>RT TAG</b>				

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**2008 - 2009 Program of Study - Postsecondary Semesters**

Postsecondary Institution: Stark State College  
 College Major: (if applicable) \_\_\_\_\_ Sales Option \_\_\_\_\_ College Degree: (if applicable) AAB  
 Specify Industry Credential Opportunities (if applicable): \_\_\_\_\_

Certificate, Adult and/or Apprenticeship Program: (if applicable) \_\_\_\_\_

Secondary Program Name: Marketing Technologies Secondary School Name: Lake High School District Name: Lake Local Schools

	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code
<b>Year 1 1st Sem.</b>	Business Administration BUS121(4)	<b>RT</b>	Business Computer Apps BCA120 (4)	<b>RT CC</b>	Business Math BUS123(4)	<b>RA</b>	College Composition ENG124(3)	<b>RA</b>	Effective Speaking COMM121 (3)	<b>RA TAG</b>						
<b>Year 1 2nd Sem.</b>	Principles of Marketing MKT121(3)	<b>RT TAG</b>	Microeconomics BUS221(3)	<b>RA TAG</b>	Quantitative Business Statistics ACC127(4)	<b>RA</b>	Business Communication ENG230(3)	<b>RA TAG</b>	Financial Accounting ACC132(4)	<b>RT TAG</b>						
<b>Year 2 1st Sem.</b>	Principles of Management MGT121(3)	<b>RT</b>	Microeconomics BUS221(3)	<b>RA TAG</b>	Sales MKT221(3)	<b>RT</b>	Managerial Accounting ACC133(4)	<b>RT TAG</b>	Consumer Behavior MKT227 (3)	<b>RT</b>						
<b>Year 2 2nd Sem.</b>	Supervision MGT221(3)	<b>RT</b>	Supply Chain Management MKT226(3)	<b>RT</b>	Human Resource Management MGT224(3)	<b>RT</b>	Market Planning MKT229(4)	<b>RT</b>	Sociology SOC121(3)	<b>RA TAG</b>	Business Law & Ethics ACC130(3)	<b>RT TAG</b>				

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**2008 - 2009 Program of Study - Postsecondary Semesters**

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 College Major: (if applicable) Logistics Option College Degree: (if applicable) AAB  
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Certificate, Adult and/or Apprenticeship Program: (if applicable) \_\_\_\_\_

Secondary Program Name: Marketing Technologies Secondary School Name: Lake High School District Name: Lake Local Schools

	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code	Course	Code
<b>Year 1 1st Sem.</b>	Business Administration BUS121(4)	<b>RT</b>	Business Computer Apps BCA120 (4)	<b>RT CC</b>	Business Math BUS123(4)	<b>RA</b>	College Composition ENG124(3)	<b>RA</b>	Effective Speaking COMM121(3)	<b>RA TAG</b>						
<b>Year 1 2nd Sem.</b>	Principles of Marketing MKT121(3)	<b>RT TAG</b>	Micro-economics BUS221(3)	<b>RA TAG</b>	Quantitative Business Statistics ACC127(4)	<b>RA</b>	Business Communication ENG230(3)	<b>RA TAG</b>	Financial Accounting ACC132(4)	<b>RT TAG</b>						
<b>Year 2 1st Sem.</b>	Principles of Management MGT121(3)	<b>RT</b>	Micro-economics BUS221(3)	<b>RA TAG</b>	Supply Chain Management MKT226(3)	<b>RT</b>	Internet Marketing MKT232(2)	<b>RT</b>	Managerial Accounting ACC133(4)	<b>RT TAG</b>	Sociology SOC121(3)	<b>RA TAG</b>				
<b>Year 2 2nd Sem.</b>	Market Planning MKT229(4)	<b>RT</b>	Market Research MKT233(3)	<b>RT</b>	Principles of Transportation MKT234(3)	<b>RT</b>	Introduction to Logistics MKT235(4)	<b>RT</b>	Business Law & Ethics ACC130(3)	<b>RT TAG</b>						

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