



Mr. Ian Kost
 Normandy High School
 Classroom 104
kosti@parmacityschools.org

Mr. Robert O'Donnell
 Normandy High School
 Classroom 212
odonnellr@parmacityschools.org

Student Organization:
 DECA

COOPERATIVE MARKETING



REQUIRED COURSES:

CODE:	DESCRIPTION:
141030	Strategic Entrepreneurship
144000	Marketing Principles
142025	Supply Chain Management
141000	Business Economic Foundations
144035	Marketing Capstone

GRADUATION SEALS AVAILABLE:

Industry Recognized Credential Seal

Earn 12 Points worth of IRC's

Technology Seal

Pass two Microsoft Office Certification Exams

Ohio Means Job Readiness Seal

[Complete OMJ Readiness Seal Validation Form](#)

Senior Year: (4 Credits) Periods 2,3,7,8

Every organization is a business. Cooperative Marketing Management is a one-year internship program for seniors interested in business, marketing, and management. It provides career preparation in one of the largest and fastest-growing areas of our business community: marketing and management. Students will study marketing, as well as advertising, management, sales, entrepreneurship, e-commerce, computer technology, marketing research, communication, and employability skills. This cooperative learning will link real-life examples to concepts learned in the classroom. Students will attend class in the morning and then have the opportunity for early release to work during 7th and 8th period if they are employed.



SCAN



PROGRAM VIDEO

WWW.PARMACITYSCHOOLS.ORG/CAREERTECH

COOPERATIVE MARKETING



INDUSTRY RECOGNIZED CREDENTIAL (IRC) OPPORTUNITIES:

INDUSTRY CREDENTIAL	VENDOR/PROVIDER	IRC POINTS
Microsoft Office Specialist Word 2019	Certiport	3
Microsoft Office Specialist Excel 2019	Certiport	3
Microsoft Office Specialist PowerPoint 2019	Certiport	3
Microsoft Office Specialist Outlook 2019	Certiport	3
Microsoft Office Specialist Access 2019	Certiport	3
Microsoft Office Expert Word 2019	Certiport	3
Microsoft Office Expert Excel 2019	Certiport	3
Customer Service	RiseUp	6
Retail Industry Fundamentals	RiseUp	6
Social Media Marketing Certification	Stukent	3

TRANSCRIPTED IN-STATE TRANSFERABLE CREDIT OPPORTUNITIES:

COLLEGE/UNIVERSITY	DEGREE/COURSES	POTENTIAL CREDITS
Cuyahoga Community College	BADM 1020 Introduction to Business	3
Cuyahoga Community College	BT 1000 Keyboarding	2
Cuyahoga Community College	BT1201 Word Processing I	3
Cuyahoga Community College	BT1700 Business Spreadsheets	3
Cuyahoga Community College	BT2210 Presentation Software	2
Cuyahoga Community College	BT2300 Business Database Systems	3
OHE CTAG	Strategic Entrepreneurship (141030)	3
OHE CTAG	Supply Chain Management (142025)	3

ARTICULATION AGREEMENTS:

COLLEGE/UNIVERSITY	DEGREE/COURSES	POTENTIAL CREDITS
University of Akron	College of Business	9

COOPERATIVE MARKETING



Required Courses:

Ohio Department of Education required courses taught within the career-technical program.

Industry-Recognized Credential (IRC) Opportunities:

Each Ohio Department of Education approved industry-recognized credential has been assessed a point value based on employer demand and other factors to allow students the opportunity to bundle credentials for graduation. Career-technical education credentials primarily reflect education, industry licenses, industry certificates and postsecondary degrees.

Transcribed In-State Transferable Credit/CTAGs:

Alignment between secondary and postsecondary career-technical education content. Earned college credits are transferable to Ohio public institutions of higher education (OHE).

Articulation/Bilateral Agreements and Opportunities:

A partnership between institutions (PCSD and colleges/universities) to recognize credits which will be accepted when a student enrolls into a college or university to pursue a specific degree program.

[OHIO HIGHER EDUCATION CREDIT TRANSFER TOOL](#)

CTAG transferable credits are earned through career technical WebXam assessments (See **REQUIRED COURSES** on the first page) and are alignments between secondary (high school) and postsecondary (e.g., college) institutions.

The postsecondary institution retrieves and verifies data if the students check the box on their WebXam(s) giving consent. Support for acquiring CTAGs varies at postsecondary institutions. Students should notify the postsecondary institutions of their available CTAG transferable credits.

STEP 1: Pass PCSD Career Tech Program WebXam(s) and ensure the box at the end of the exam is checked allowing Ohio institutions to obtain score(s).

STEP 2: Contact postsecondary counselor and inform them of the CTAG transferable credits in the following areas:

142025 Supply Chain Management

141030 Strategic Entrepreneurship

STEP 3: Notify the postsecondary Registrar's office, Tech Prep office, or department chair as applicable.