



## BUSINESS & MARKETING TECHNOLOGY

COURSES | CREDENTIALS | CREDITS

### SUBJECT CODES: REQUIRED COURSES

CODE	DESCRIPTION	OHE   CTAG
141000	Business Foundations	--
144000	Marketing Principles	--
141030	Strategic Entrepreneurship	1
144015	Digital Marketing and Management	--
TOTAL CTAGS		1

### INDUSTRY- RECOGNIZED CREDENTIALS (IRC) OPPORTUNITIES

CREDENTIAL	VENDOR/PROVIDER	IRC POINTS
Entrepreneurship and Small Business	<a href="#">Certiport</a>	3
Internet Computing Core Certification (IC3)	<a href="#">Certiport</a>	2
MOS: Microsoft Word, Excel, PowerPoint	<a href="#">Certiport</a>	9
MOS: Microsoft Outlook, Access	<a href="#">Certiport</a>	6
Adobe Certified Professional: Adobe Photoshop CC	<a href="#">Certiport</a>	4
QuickBooks Certified User	<a href="#">Certiport</a>	3
CPR & First Aid	MCCC	1
Pre-Apprenticeship	<a href="#">ApprenticeOhio</a>	12
Social Media Marketing Certification	<a href="#">Stukent</a>	3
Critical Career Skills	<a href="#">Certiport</a>	1
Intuit Design for Delight	<a href="#">Certiport</a>	1
TOTAL IRC POINTS		45

### TRANSCRIPTED IN-STATE TRANSFERABLE CREDIT OPPORTUNITIES

COLLEGE/UNIVERSITY	DEGREE/COURSES	POTENTIAL CREDITS
<a href="#">Cuyahoga Community College</a>	Business Database Systems	3
<a href="#">Cuyahoga Community College</a>	Business Spreadsheets	3
<a href="#">Cuyahoga Community College</a>	Introduction to Business	3
<a href="#">Cuyahoga Community College</a>	Keyboarding	2
<a href="#">Cuyahoga Community College</a>	Presentation Software	2
<a href="#">Cuyahoga Community College</a>	Word Processing, I	3
OHE   CTAG	Strategic Entrepreneurship	3

### ARTICULATION AGREEMENTS

COLLEGE/UNIVERSITY	DEGREE/COURSES	POTENTIAL CREDITS
<a href="#">University of Akron</a>	Associate of Technical Studies	Up to 18
<a href="#">University of Akron</a>	College of Business	6
<a href="#">Kent State University</a>	Associate of Applied Business in Business Mgt Technology	6

#### Subject Codes: Required Courses

The Ohio Department of Education and Workforce requires courses to be taught within the career-technical program.

#### Industry-Recognized Credential (IRC) Opportunities

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

#### Transcripted In-State Transferable Credit / CTAGs

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

#### Articulation/Bilateral Agreements and Opportunities

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



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### CTAGS (CAREER TECHNICAL ASSURANCE GUIDES)

CTAG transferable credits are earned through career technical WebXam assessments (See SUBJECT CODES: 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 MCCC Career Major WebXam(s) and ensure the box at the end of the exam is checked, allowing Ohio institutions to obtain score(s).

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

141030    **Strategic Entrepreneurship**

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

### ARTICULATION AGREEMENTS

Articulation agreements are partnerships between institutions (MCCC and colleges/universities) to recognize credits that will be accepted when a student enrolls in a college or university to pursue a specific degree program. Articulation agreements are non-transferable.

**STEP 1:** Complete the articulated credit application (See ARTICULATION AGREEMENTS links on the first page) and submit an application to the MCCC instructor. If a link is unavailable, please contact the MCCC instructor or the Career Services Coordinator.

**STEP 2:** Contact the postsecondary counselor and inform them of the postsecondary credit earned through the articulated agreement.

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