Program Overview
The mission of Central Ohio Technical College is to meet the technical education and training needs of students and employers in the area.

Where education works
cotc.edu
Newark-Coshocton-Knox-Pataskala

Advertising Technology

Program Summary
The program offers a curriculum that is a unique blend of Digital Media Design and Business courses. Students will develop skills and techniques in the Digital Media area such as drawing, creating videos, web design and photography. Students will gain skills and knowledge of the business environment in the fields of marketing and advertising. Students will also complete general education courses, which provide a well-rounded college experience. The Advertising Technology program is offered at all Central Ohio Technical College (COTC) locations: Newark, Coshocton, Knox, and Pataskala. Students will be able to complete certain courses in an online format. The classes for the Applied Business Degree in Advertising Technology are focused on the necessary skills needed for a student entering into the field of advertising. The program includes the following courses:

Business
- Principles of Microeconomics
- Advertising and Public Relations
- Advertising Campaign
- Principles of Marketing
- Social Media Marketing
- Cases in Marketing Research

Digital Media Design
- Digital Software Fundamentals
- Design Fundamentals
- Graphic Design
- Fundamentals of Drawing
- Typography
- Web Design and Development
- Mass Media Communications

Learning Outcomes
Students will gain the knowledge to achieve the following outcomes at the completion of the program:
- Demonstrate both skills and knowledge of current advertising trends.
- Use essential skills in vector graphic technics.
- Develop web sites using HTML5 and CSS3.
- Utilize current social media tools as a means of performing critical tasks of a professional advertising, marketing or social media code of conduct.
- Function effectively as an employee in the workplace, or as an entrepreneur of a start-up business.

Career Opportunities
Advertising is a growing field in today’s business environment. With the interesting blend of courses in business and digital media design, graduates of the program can look forward to rewarding jobs in the Advertising arena in the local area, state and on national levels. As a growing field, Advertising positions exist around the world. Graduates of the program that have thought of starting their own business will find they have the necessary skills to take this big step with confidence. Students might find jobs as:
- Advertising account representatives
- Advertising sales
- Advertising coordinator
- Marketing/Public Relations
- Advertising assistant/production
- Owner/partner in a small Advertising office

Important Student Characteristics
Positions found in advertising require interaction with others in the business setting. As a small business owner, students will build relationships with clients, employees, and community members. Advertising positions will require the ability to communicate with others, such as internal and outside customers. Communication skills will be a key for success. Positions in the advertising field might require the person to create and deliver presentations. Online advertising positions will require the ability to write and communicate with others through social media. Other related fields of study available at COTC include Digital Media Design, Accounting, Information Technology and Business.

Transferability
COTC’s Advertising Technology program is designed to allow graduates to move seamlessly to bachelor’s degree programs in Advertising, Marketing, and Business. COTC has a 3+1 partnership with Franklin University for Advertising.

See reverse side for more information.
How do I Start?
If you are a new student, you should apply online at cotc.edu. If you are a current or returning COTC student, contact one of the Gateway Offices listed below, send an e-mail to cotcadmissions@cotc.edu or connect with the Gateway website at http://www.cotc.edu/current-students/Gateway/Pages/Gateway.aspx.

Newark Campus 740.366.9222
800.963.9275 Ext. 222
Coshocton Campus 740.622.1408
Knox Campus 740.392.2526
Pataskala Campus 740.755.7090

For specific questions regarding the Associate of Applied Business degree in Advertising Technology, please contact:

- Leslie Najjar, Lead DMD Instructor at lnajjar@cotc.edu or
- Tom Broadwater, DMD Instructor at tbroadwater@cotc.edu or
- Kimberly Goudy, Asst. Professor, Business Technologies kgoudy@cotc.edu.

Faculty Advisors can be reached during the academic year from August to May.

Accreditation/Membership
Central Ohio Technical College is accredited by The Higher Learning Commission and is a member of the North Central Association.
Phone: 312.263.0456
ncahaigherlearningcommission.org.

COTC is also a member of the American Association for Higher Education, the American Association of Community Colleges, the American Council on Education, the American Technical Education Association, the Ohio Association of Two-Year Colleges and the Ohio College Association.

Non-Discrimination Statement
Central Ohio Technical College does not discriminate on the basis of sex, race, age, national origin, sexual orientation, religion, color, veteran status, and/or disability. General information, questions, concerns, or complaints related to these matters are to be directed to the Title IX Coordinator, John Berry, Ph.D., or designee, Warner Center Suite 226, Ohio State Newark/COTC, 1179 University Drive, Newark, Ohio 43055-1797 (740-364-9578) or ADA/504 Coordinator, Connie Zang, at the same location.