

**THE UNIVERSITY OF AKRON  
AKRON OHIO  
SUMMIT COLLEGE**

**2520  
MARKETING AND SALES TECHNOLOGY  
ADVERTISING EMPHASIS  
Associate Degree**

**FIRST YEAR****Fall Semester**

		<b><u>Credit Hours</u></b>	<b><u>Prerequisites</u></b>
2020:121	English	4	2540:119 or Placement Test
2420:104	Intro to Business in the Global Environment	3	
2520:101	Essentials of Marketing Technology	3	
7600:105	Introduction to Public Speaking	3	
2540:270	Business Software Applications	<u>4</u>	*
		17	

**Spring Semester**

2030:161	Math for Modern Technology	4	Placement required-see adviser
2520:203	Principles of Advertising	3	2520:101 or 6600:300
2540:271	Desktop Publishing <b>OR</b>	3	2540:151 or permission
2540:273	Microsoft PowerPoint	2	2540:140 or 2540:143 or perm.
2540:263	Prof. Communications and Presentations <b>OR</b>		
2020:222	Technical Report Writing	3	2540:119 & 2020:121 or equiv.
2040:240	Human Relations	<u>3</u>	
		15/16	

**SECOND YEAR****Fall Semester**

2520:206	Retail Promotion & Advertising	3	2520:202 or permission
2520:202	Retailing Fundamentals	3	
2520:212	Principles of Sales	3	2520:101 or permission
2020:224	Writing for Advertising	4	2020:121
2520:221	Advertising Campaign	<u>3</u>	2520:203
		16	

**Spring Semester**

2040:247	Survey of Basic Economics <b>OR</b>		
3250:200	Principles of Microeconomics	3	
2040:256	Diversity in American Society	2	
2420:211	Basic Accounting I	3	
2520:204	Services Marketing	3	2520:203, 212
2420:280	Essentials of Business Law	3	
2520:240	Marketing Internship	<u>3</u>	Permission
		17	

**TOTAL CREDITS = 65/66**

\*Prerequisite: Student must pass department placement test, complete bridge courses, or gain permission from program director. Required Bridge Courses:

2440:105	Intro to Computers & Applications Software	3
2540:140	Keyboarding for Non-Majors	<u>2</u>
	<b>TOTAL BRIDGE COURSES</b>	<b>5</b>