

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

**2520
MARKETING AND SALES TECHNOLOGY
FASHION OPTION
Associate Degree**

FIRST YEAR**Fall Semester**

		<u>Credit Hours</u>	<u>Prerequisites</u>
2020:121	English	4	
2030:161	Math for Modern Technology	4	Placement Required-see adviser
2520:101	Essentials of Marketing Technology	3	
7600:105	Introduction to Public Speaking	3	
2540:270	Business Software Applications	<u>4</u>	*
		18	

Spring Semester

2420:104	Introduction to Business in the Global Environment	3	
2520:203	Principles of Advertising	3	2520:101 or 6600:300
2420:211	Basic Accounting I	3	
2540:263	Professional Communications and Presentations	3	2540:119 & 2020:121 or Equivalent

OR

2020:222	Technical Report Writing	3	
2040:240	Human Relations	3	
7400:225	Textiles	<u>3</u>	
		18	

SECOND YEAR**Fall Semester**

2040:247	Survey of Basic Economics <u>OR</u>	3	
3250:200	Principles of Microeconomics	3	
2040:256	Diversity in American Society	2	
2520:206	Retail Promotion & Advertising	3	2520:202 or permission
2520:202	Retailing Fundamentals	3	
2520:212	Principles of Sales	<u>3</u>	2520:101 or permission
		14	

Spring Semester

2420:280	Essentials of Business Law	3	
7400:219	Clothing Communications	3	
7400:226	Textile Evaluation	3	7400:225
7400:139	The Fashion and Furnishings Industry	3	
2520:204	Services Marketing	<u>3</u>	2520:203, 212
		15	

TOTAL CREDITS = 65

*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>
	TOTAL BRIDGE COURSES	5