

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

**2520
MARKETING AND SALES TECHNOLOGY
RETAILING 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	
2540:270	Business Software Applications	4	*
7600:105	Introduction to Public Speaking	<u>3</u>	
		18	

Spring Semester

2540:263	Business Communications OR	3	2540:119 & 2020:121 or Equiv.
2020:222	Technical Report Writing		
2420:104	Introduction to Business in the Global Environment	3	
2520:203	Principles of Advertising	3	2520:101 or 6600:300
2040:240	Human Relations	3	
2520:212	Principles of Sales	3	2520:101 or permission
2040:247	Survey of Basic Economics OR	3	
3250:200	Principles of Microeconomics		
		18	

SECOND YEAR**Fall Semester**

2020:224	Writing for Advertising	4	2020:121
2040:256	Diversity in American Society	2	
2520:221	Advertising Campaign	3	2520:203
2520:206	Retail Promotion & Advertising	3	2520:202 or permission
2520:254	Sales Management Technology	<u>3</u>	2520:212
		15	

Spring Semester

2420:211	Basic Accounting I	3	
2420:280	Essentials of Business Law	3	
2520:202	Retailing Fundamentals	3	
2520:204	Services Marketing	3	2520:203, 212
2520:240	Marketing Internship	<u>3</u>	Permission
		15	

TOTAL CREDITS = 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>
	TOTAL BRIDGE COURSES	5