

THE UNIVERSITY OF AKRON  
AKRON OHIO  
SUMMIT COLLEGE

2520  
MARKETING AND SALES TECHNOLOGY  
SALES EMPHASIS  
Associate Degree

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

	<u>Credit Hours</u>	<u>Prerequisites</u>
2020:121 English	4	2540:119 or Placement Test
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	
2420:104 Introduction to Business in the Global Environment	<u>3</u>	
	17	

**Spring Semester**

2540:270 Business Software Applications	4	*
2520:203 Principles of Advertising	3	2520:101 or 6600:300
2520:212 Principles of Sales	3	2520:101 or permission
2540:263 Professional Communications and Presentations <b><u>OR</u></b>	3	2540:119 & 2020:121 or Equiv.
2020:222 Technical Report Writing		
2040:240 Human Relations	<u>3</u>	
	16	

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

2020:224 Writing for Advertising	4	2020:121
2040:247 Survey of Basic Economics <b><u>OR</u></b>	3	
3250:200 Principles of Microeconomics		
2520:202 Retailing Fundamentals	3	
2520:221 Advertising Campaign	3	2520:203
2520:254 Sales Management Technology	3	2520:212
2040:256 Diversity in American Society	<u>2</u>	
	18	

**Spring Semester**

2420:211 Basic Accounting I	3	
2420:280 Essentials of Business Law	3	
2420:243 Survey in Finance	3	2420:170 & 211 or permission
2520:204 Services Marketing	3	2520:203, 212
2520:206 Retail Promotion & Advertising	3	2520:202 or permission
2520:240 Marketing Internship	<u>3</u>	
	18	

**TOTAL CREDITS = 69**

\*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