

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

MARKETING AND SALES TECHNOLOGY

WEB SITE DEVELOPMENT CERTIFICATE

Students are provided with the basic writing, Internet development, and marketing skills necessary to create and maintain effective web sites.

<u>Course</u>		<u>Credit Hours</u>	<u>Prerequisites</u>
2020:227	Writing for the World Wide Web	3	2020:121
2440:140	Internet Tools	3	*
2440:212	Multimedia & Interactive Web Elements	3	*
2520:290	Web Marketing	<u>3</u>	

TOTAL CREDITS: 12

*Student must pass department placement tests, complete Bridge Courses, or gain permission from program director before enrolling in these courses.

Bridge Courses:

2440:105	Intro to Computers & Application Software	3
2540:140	Keyboarding for Nonmajors	2