

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

**MARKETING AND SALES TECHNOLOGY CERTIFICATE**

This program is designed for students who desire a formal structured program in the field of marketing and sales, but do not wish to pursue an associate or baccalaureate degree. In addition, students may have already received an associate or baccalaureate degree in a different area and be interested in receiving formalized training in the marketing end of their career field. If, at a later date, the student would like to continue to take courses leading to an associate degree in Marketing and Sales Technology, then all courses required in the certificate program would apply toward the completion of the associate degree.

<u>Course</u>		<u>Credit Hours</u>	<u>Prerequisites</u>
2520:101	Essentials of Marketing Technology	3	
2420:211	Basic Accounting I.	3	
2520:203	Principles of Advertising	3	2520:101 or 6600:300
2520:206	Retail Promotion & Advertising	3	2520:202 or permission
2520:212	Principles of Sales	3	2520:101 or permission
2520:204	Services Marketing	3	2520:203, 212
2520:254	Sales Management Technology	<u>3</u>	2520:212, 2030:151

**TOTAL CREDITS: 21**