

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

MARKETING AND SALES TECHNOLOGY ADVERTISING CERTIFICATE

This program is designed for students who desire a formal structured program in the field of advertising, 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 advertising due to the pervasiveness of the field in virtually all areas of commerce. 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 advertising emphasis associate degree.

<u>Course</u>		<u>Credit Hours</u>	<u>Prerequisites</u>
2520:101	Essentials of Marketing	3	
2520:204	Services Marketing	3	2520:103, 212
2020:224	Writing for Advertising	4	2020:121
2520:203	Principles of Advertising	3	2520:101 or 6600:300
2520:221	Advertising Campaign	<u>3</u>	2520:203

TOTAL CREDITS: 16