

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

MARKETING AND SALES TECHNOLOGY MINOR

The following courses constitute a "Minor in Marketing and Sales Technology" and must be completed with a minimum grade point average of 2.0 over-all for the minor to be noted on the student's record.

| <u>Course</u> | | <u>Credit Hours</u> | <u>Prerequisites</u> |
|---------------|--|---------------------|--------------------------------|
| 2520:101 | Essentials of Marketing | 3 | coreq. 2520:103 |
| 2520:203 | Principles of Advertising | 3 | 2520:101 or 6600:300 |
| 2520:202 | Retailing Fundamentals | 3 | |
| 2520:204 | Services Marketing | 3 | 2520:103, 212; coreq. 2520:202 |
| 2520:206 | Retail Promotion & Advertising OR | | 2520:202 or permission |
| 2520:221 | Advertising Campaign | 3 | 2520:203 |
| 2520:212 | Principles of Sales | 3 | 2520:101 or permission |
| 2520:254 | Sales Management Technology | <u>3</u> | 2520:212, 2030:151 |

TOTAL CREDITS: 21

To be awarded only at the time a student receives a baccalaureate degree.