

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		2520:202
	OR	3	
2520:221	Advertising Campaign		2520:203
2520:212	Principles of Sales	3	2520:101
2520:254	Sales Management Technology	<u>3</u>	2520:212, 2030:151
	<b>TOTAL CREDITS</b>	<b>21</b>	

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