Effective: May 2013 **Last Updated: 7/1/14**

College of Applied Science and Technology
MARKETING AND SALES TECHNOLOGY252007AAB
ADVERTISING EMPHASIS

Associate of Applied Business Degree
https://www.uakron.edu/summitcollege/business_technology/marketing-sales-tech/

The following information has official approval of the **College of Applied Science & Technology**, but is intended only as a guide. Official degree requirements are established at the time of admission to the degree-granting college. *Completion of this degree within the identified time frame below is contingent upon many factors, including but not limited to: class availability, total number of required credits, work schedule, finances, family, course drops/withdrawals, successfully passing courses, prerequisites, among others.*

Italicized courses fulfill General Education requirements. Unless a course is specified, refer to the General Education guide at http://www.uakron.edu/advising/docs/General_Education_Guide.pdf.

1st Year	**Fall Semester**	Credit Hours	Prerequisites
2020:121	*English*	3	Placement Test
2420:104	Introduction to Business in the Global Environment	3	
2520:101	Essentials of Marketing Technology	3	
7600:105	*Introduction to Public Speaking*	3	2020:121 or 3300:111
2420:270	Business Software Applications	4	2440:105 or Placement Test
Total		**16**	

1st Year	**Spring Semester**		
2030:161	*Math for Modern Technology*	4	Placement Test
2520:203	Principles of Advertising	3	2520:101 or 6600:300
2420:271 2420:272	Desktop Publishing ***-OR-*** Microsoft PowerPoint (Note a.)	3 2	2540:140 or Permission 2540:140 or 2540:143 or Permission
2020:222 2420:263	*Technical Report Writing* ***-OR-*** *Professional Communications & Presentations*	3	2020:121, 3300:111 or Equivalent for either option
2040:240	*Human Relations*	3	
Total		**15-16**	

2nd Year	**Fall Semester**		
2520:206	Retail Promotion & Advertising	3	2520:202
2520:202	Retailing Fundamentals	3	
2520:212	Principles of Sales	3	2520:101
2020:224	Writing for Advertising	4	2020:121, 3300:111 or Equivalent
2520:221	Advertising Campaign	3	2520:203
Total		**16**	

2nd Year	**Spring Semester**		
2040:247 3250:200	*Survey of Basic Economics* ***-OR-*** *Principles of Microeconomics*	3	
2040:256	*Diversity in American Society*	2	
2420:211	Basic Accounting I	3	
2520:204	Services Marketing	3	2520:203 and 2520:212, 2520:202 (Coreq)
2420:280	Essentials of Business Law	3	
2520:240	Marketing Internship	3	Permission
Total		**17**	

	Total Credits for Degree	**64-65**	

Required Bridge Courses
Students must pass department placement test, complete bridge courses or gain entry permission from the program director.

2540:140/2540:143	Keyboarding	2
2440:105	Intro to Computers & Application Software	3

POLICY ALERT: By the end of your first 48 credit hours attempted, you must have completed your REQUIRED General Education English, Math, and Communications (Speech) requirements.

YOU MUST HAVE A MINIMUM CUMULATIVE GPA OF 2.0 TO GRADAUATE WITH THIS DEGREE

Note a. – Course offered at Wayne Campus only

PROGRAM CONTACT
Vicki Rostedt, Polsky Building Room 182F, 330-972-7381, rostedt@uakron.edu

CAREER INFORMATION
- For additional information please visit the Bureau of Labor Statistics www.bls.gov or visit the Career Center at the Student Union, room 211 http://www.uakron.edu/career.

BACHELOR DEGREE OPTIONS
- Enter a Bachelor's degree program in Organizational Supervision. This program is designed specifically for students with an earned associate degree from an accredited institution or junior standing at The University of Akron.

TRANSFER TO THE COLLEGE OF APPLIED SCIENCE & TECHNOLOGY (formerly SUMMIT COLLEGE):
To be admitted to the College of Applied Science & Technology, a student must have a GPA of 1.75. A student in University College can complete this transfer process through an appointment with an Academic Adviser, the Academic Advisement Center, Simmons Hall 205, 330-972-7430. Students in other Colleges can complete this transfer process by meeting with an Academic Adviser in the College in which they reside.

(Holmes) Gilpatric