

College of Applied Science and Technology
Marketing and Sales Technology – Advertising (252007C)
Certificate

The following information has official approval of The University of Akron's College of Applied Science and Technology but is intended only as a guide. Completion of this certificate 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, and prerequisites, among others.

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 associate degree.

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

√	Courses		Credits	Prerequisites
	2020:224	Writing for Advertising	3	2020:121 or 3300:111 or equivalent
	2520:101	Essentials of Marketing	3	
	2520:203	Principles of Advertising	3	2520:101 or 6600:205
	2520:204	Services Marketing	3	2520:103, 203
	2520:221 2520:240	Marketing Projects –OR- Marketing Internship	3	2520:203 2520:212
	Total Credits for Certificate		15	

- Students must pass a placement test before taking any required Marketing & Sales Technology core courses or take 2440:105, Introduction to Computers & Application Software, which does not count towards degree requirements.
- Students must achieve a "C" or better in each course in their major area (2520).

PROGRAM CONTACT

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