

College of Applied Science and Technology
Marketing and Sales Technology
 Minor (252005M)

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. Official degree requirements are established at the time of admission to the degree-granting college. Completion of this minor 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.

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.

√	Courses		Credits	Prerequisites
	2520:101	Essentials of Marketing	3	
	2520:203	Principles of Advertising	3	2520:101 or 6600:205
	2520:204	Services Marketing	3	2520:203, 212
	2520:206	Retail Promotion and Advertising	3	2520:202 or permission
	2520:212	Principles of Sales	3	2520:101 or permission
	2520:221 2520:240	Marketing Projects -OR- Marketing Internship	3	2520:203 2520:101, 202, 203,212
	2520:254	Sales Management Technology	3	2520:212
		Total Credits for Minor	21	

Note: A minor in Marketing and Sales Technology may only be awarded at the time a student receives a baccalaureate degree.

Must have a minimum cumulative GPA of a 2.0 to graduate with this minor

- Students must pass a placement test before taking any required Marketing and Sales Technology core courses or take 2440:105, Introduction to Computers and 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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