

MARKETING AND SALES TECHNOLOGY

UNIVERSITY COLLEGE ■ ASSOCIATE DEGREE PROGRAM

- Conduct market research ■
- Work in advertising ■
- Manage a marketing plan

sound like you?

Marketing and Sales Technology at UT

In today's highly competitive global market, business leaders realize the importance of understanding their markets and developing relationships with their customers. Marketing and sales professionals must be aware of business trends and respond to challenges quickly and creatively.

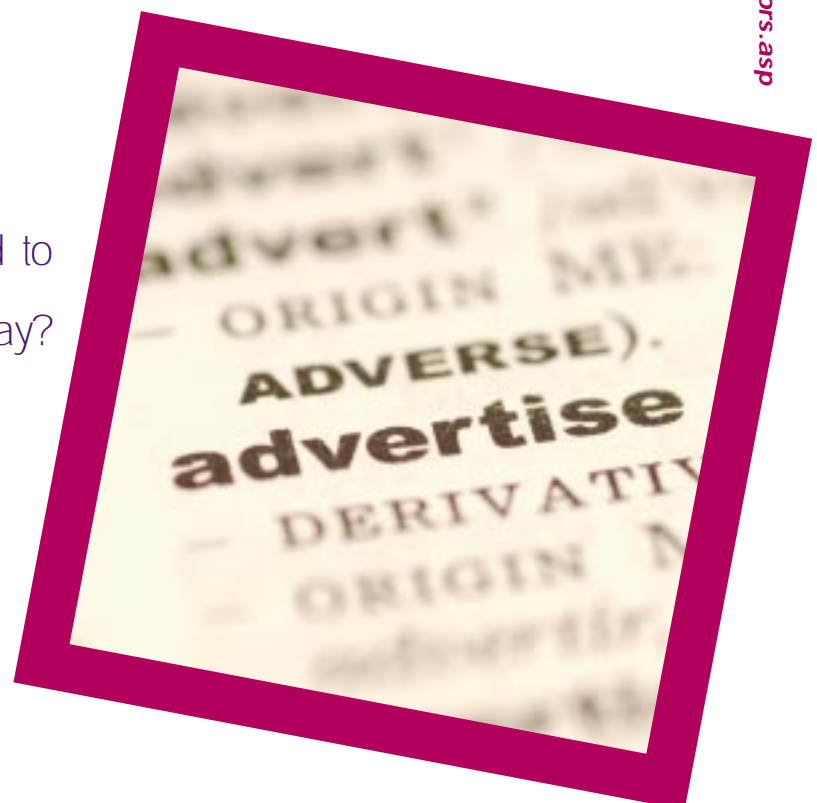
UT's marketing and sales technology program gives a broad view of marketing perspectives while offering courses in specific areas of marketing and sales. Students develop the business skills necessary to recognize changes in the marketplace and in technology. They have the ability

to specialize in the process of bringing raw materials from the producer to the final customer. Students can choose between full- and part-time attendance with day, evening or Web-delivered classes.

What to expect when you graduate

Graduates of the marketing and sales technology program are prepared for a variety of employment possibilities. They may choose to enter industrial marketing which includes manufacturing, sales and new product development or enter the wholesale, trade or retail industries with positions in merchandising, advertising, buying and selling or store management.

Did you know that we are exposed to over 3,000 marketing messages a day?



Check out all our majors online @ www.admission.utoledo.edu/majors.asp

MARKETING AND SALES TECHNOLOGY

University College has the highest average age of students of any UT college with a range of students from age 18, to working adults, to highly active retirees.

Sample Curriculum*

Degree Requirements

ENGL 1100 or 1110 College Composition I	3
ENGL 1130, 1140, 1150 or 2960 College Composition II	3
PSY 1010 Principles of Psychology	3
MATH 1010, 1180 or 1260	3
ACTG 1040 Financial Accounting	3
ACTG 1050 Managerial Accounting	3
BMGT 1010 Business Principles	3
BMGT 1500 Workplace Communication & Presentations	3
BMGT 2110 Managing in a Global Environment	3
BMGT 2700 Managing Diversity in the Workplace	3
BMGT 1000 Business Technology/College Orientation	1
MARS 1010 Marketing Principles	3
MARS 1110 Personal Selling	3
MARS 1720 Sales Force Management	3
MARS 2010 Marketing Communications	3
MARS 2110 Marketing Management	3
MARS 2120 Industrial Marketing Mgmt	3
MARS 2210 Services Marketing	3
BMGT 2010 Workplace Management	3
BMGT 2310 Legal Environment of Business	3
CMPT 1100 Computer Info Applications	3
Humanities/Fine Arts Elective	3
Social Science Elective	3
Total hours for the program	67 hrs.

Prepare Yourself

The University of Toledo advises completion of the following college-prep courses to help prepare you for college course work:

- 4 years/units of English
- 3 years/units of math (algebra I, II, geometry or equivalent)
- 3 years/units of natural sciences
- 3 years/units of social sciences
- 2 years/units of a single foreign language

High school preparation requirements do not apply to adult or transfer students.

Come See Us

A campus visit is the best way to decide if a university is right for you. Group campus tours are available Monday through Friday at 10:30 a.m. or 2:30 p.m., and on Saturday at 11:15 a.m., year round, with the exception of national holidays. Individual admission appointments are available by request. Individualized college or department visits are also available weekdays at 1:15 p.m. by appointment.

www.admission.utoledo.edu/campusvisit
800.5TOLEDO

*Sample curriculum is subject to change. Please consult the department for up-to-date information. For more detailed program requirements go to <http://catalog.utoledo.edu>.

For more information about Marketing and Sales Technology, contact:

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