The University of Akron
OHIO's POLYTECHNIC UNIVERSITY
College of Business Administration

Graduation Planning Summary (GPS)
Marketing Management (660100BBA)
Fall 2015 – Summer 2016

WEB-VERSION ONLY

Official course requirements based upon semester admitted into the CBA and/or term major declared.

You will earn a degree from a globally recognized business school where the programs are taught by an accomplished and dedicated faculty and are supported by a network of business executives. You can major in a wide variety of interesting disciplines that are attractive to prospective employers. As a graduate, you will have leadership and collaboration competencies and be a data savvy, globally aware, enterprise thinker.

General Education Requirements (42 credits)

	PRE-REQ	DONE	RECOMM YEAR
Speech Requirement: 3 Credit Hours			
7600:105 Public Speaking or 7600:106 Effective Oral Communication		☐	Year 1
English Requirement: 6 Credit Hours			
3300:111 English Composition I		☐	Year 1
3300:112 English Composition II	3300:111	☐	Year 1
Physical Education Requirement: 1 Credit Hour			
½ credit hour		☐	Year 1
½ credit hour		☐	Year 1
Mathematics Requirement: 4 Credit Hours			
3450:145 College Algebra (min. C-) or higher level Math	Placement	☐	Year 1
Natural Science Requirement: 8 Credit Hours w/ Lab			
Lab Requirement		☐	Year 1
Subject 1		☐	Year 1
Subject 2		☐	Year 1
8 Hours Completed		☐	Year 2
Social Science Requirement: 6 Credit Hours			
3250:200 Principles of Microeconomics		☐	Year 1
3230:150 Human Cultures, 3750:100 Intro to Psychology, OR 3850:100 Intro to Sociology		☐	Year 1
Area Studies & Cultural Diversity: 4 Credit Hours			
Course 1 (2 credit hours)	See course	☐	Year 3
Course 2 (2 credit hours)	See course	☐	Year 4
Humanities Requirement: 10 Credit Hours			
3400:210 Humanities/ West Trad (4 credit hrs)	32cr, 3300:112	☐	Year 2
Course 1: From Set 1 – 4		☐	Year 3
Course 2: From Set other than Course 1		☐	Year 4
Total Remaining Credits			

Additional Business Requirements (6+ credits)

	PRE-REQ	DONE	RECOMM YEAR
Required Business Courses: 6 Credit Hours			
3450:210 Calculus w/ Business Applications	C- in 3450:145	☐	Year 1
3250:201 Principles of Macroeconomics	3250:200	☐	Year 2
Recommended Business Courses:			
6100:200 Personal Leadership Skills (1 cr hr)	32cr	☐	Year 2
Total Remaining Credits			

This Graduation Planning Summary (GPS) is based on the term you are admitted to the CBA & expires in 5 years. Requirements can be subject to change. The "Recommended Year" can vary for students based upon an individual's academic progress and course pre-requisites. Students should meet with an academic advisor and check DARS to review academic progress and determine course sequencing each semester.

CBA Core (36 credits) – All courses 3 credit hours

REQUIRED COURSES	PRE-REQ	DONE	RECOMM YEAR
C1 6200:201 Accounting Principles I	24cr	☐	Year 2
C2 6200:202 Accounting Principles II	6200:201	☐	Year 2
C3 6200:250 Spreadsheet Modeling & Decision Analysis	Spreadsheet proficiency	☐	Year 1
C4 6400:220 Legal and Social Envir of Bus	32cr	☐	Year 2
C5 6400:301 Principles of Finance	3250:200/244, 3450:145, 6200:201 & 250	☐	Year 3
C6 6500:304 Business Statistics	3450:145, 6200:250	☐	Year 2
C7 6600:205 Marketing Principles	24cr	☐	Year 2
C8 6800:305 International Business	48cr	☐	Year 4
C9 6500:301 Management Principles	48cr	☐	Year 3
C10 6500:305 Business Analytics	6500:304	☐	Year 3
C11 6500:330 Principles of Supply Chain & Operations Mgmt.	32cr	☐	Year 3
C12 6500:490 Strategic Management	Admitted to CBA, C1-11 (Core), 97cr & ½ major	☐	Year 4
Total Remaining Credits			

Marketing Management (31 credits) – Courses 3 credit hrs

REQUIRED COURSES	PRE-REQ	DONE	RECOMM YEAR
✪ = Must be admitted to 4 year degree granting college			
Foundation Core: 12 credits			
6600:275 Professional Selling	25cr	☐	Year 2
6600:335 Marketing Research	6600:205, 6500:304	☐	Year 3
6600:355 Buyer Behavior	6600:205	☐	Year 2
6600:375 Marketing & Sales Analytics	6600:335	☐	Year 3
Core Competencies Courses: 12 credits			
6600:432 Integrated Marketing Communications ✪	6600:205, 6600:355	☐	Year 3
6600:436 E-Commerce ✪	6600:205, 6600:355, 6600:375	☐	Year 4
6600:440 Brand Management ✪	6600:205, 6600:355	☐	Year 3
6600:460 Business to Business (B2B) Marketing ✪	6600:205	☐	Year 3
Professional Courses: 7 credits			
6600:499 Marketing Capstone Project **(Fall and Spring only)** ✪	6600:275, 335, 355, 375, 440, 460	☐	Year 4
6600:494 Professional Insights: Marketing Management – ***1 credit*** ✪	Admitted to CBA and Sr. standing	☐	Year 4
6600:486 Internship (permission) ✪ **OR …** 6600:491 Professional Workshops in Marketing – ***3 credits (workshop=1 credit)*** ✪	Internship = Admitted to CBA; 6600:491 = Jr. standing	☐	Year 3 or 4
Total Remaining Credits			

Graduation Requirements – Review DARS for status:

- 128 Credit Hours
- CBA residency = Last 15 credits earned in CBA
- Overall GPA = 2.3
- Major GPA = 2.0
- Business & Economics GPA = 2.0

_____ **Additional Credits to Reach Minimum 128 Credit Hours**