Graduation Planning Summary (GPS)
Database Marketing Minor (660109M)
Fall 2018 – Summer 2019

WEB-VERSION/ TENTATIVE DEGREE REQUIREMENTS
Official course requirements based upon semester admitted into the CBA and/or term minor declared.
Official requirements listed in Degree Progress Report (DPR).

University of Akron Policies for Minors:

- Complete all minor requirements prior to graduation.
- Earn a 2.0 GPA in all minor coursework.
- Complete all pre-requisites for each course.
- Courses may not be taken as pass/fail.
- Complete at least 9 additional credits not needed for any other major, minor, or certificate.
- Earn at least 9 credits at The University of Akron in the CBA.
- Declare the minor in the Business Undergraduate Advising Office, CBA room 260.

Database Marketing (660109M)
18 Credits – All courses 3 credit hours

<table>
<thead>
<tr>
<th>Required Courses: 15 credits</th>
<th>PRE-REQ</th>
<th>DONE</th>
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<tbody>
<tr>
<td>6500:324 Data Management for Info Systems (Fall Only)</td>
<td>48 credits, 6200:250</td>
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<tr>
<td>6600:335 Marketing Research</td>
<td>6600:205, 6500:304; co-req 6600:336</td>
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<tr>
<td>6600:375 Marketing &amp; Sales Analytics</td>
<td>6600:335</td>
<td>□</td>
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<tr>
<td>6500:425 Decision Support with Data Warehousing &amp; Data Mining (Fall Only)</td>
<td>6500:305,324</td>
<td>□</td>
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<tr>
<td>6600:436 e-Commerce</td>
<td>6600:205</td>
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Electives: 3 credits. Select 1 course from the following

- 6600:460 Business to Business (B2B) Marketing
- 6600:432 Integrated Marketing Communication
- 6600:438 Media Strategy (Fall Only)

This Graduation Planning Summary (GPS) is based on the term you declare your minor & expires in 5 years. Requirements can be subject to change. Students should meet with an academic advisor and check DPR to review academic progress and determine course sequencing each semester. Please see the CBA advising website for specific Admission criteria for the College of Business.