**Graduation Planning Summary (GPS)**
**Database Marketing Minor (660109M)**
**Effective Fall 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). |

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.

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**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.

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**Database Marketing (660109M)**

<table>
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<tr>
<th>Credits</th>
<th>All courses 3 credit hours</th>
<th>PRE-REQ</th>
<th>DONE</th>
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- **Required Courses:** 15 credits
  - **6500:324** Data Management for Info Systems (Fall Only) 48 credits, 6200:250
  - **6600:335** Marketing Research ≥ C in 6600:205, 6500:304; co-req 6600:336
  - **6600:375** Marketing & Sales Analytics 6600:335
  - **6500:425** Decision Support with Data Warehousing & Data Mining (Fall Only) ≥ C in 6500:305,324
  - **6600:436** e-Commerce 6600:205

- **Electives:** 3 credits. Select 1 course from the following
  - **6600:460** Business to Business (B2B) Marketing ≥ C in 6600:205
  - **6600:432** Integrated Marketing Communication ≥ C in 6600:205, 355
  - **6600:438** Media Strategy (Fall Only) 6600:205, 432

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Note: Summer class availability will be more limited than fall/spring availability – see your advisor for more information on offerings each year.

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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.

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College of Business Administration Undergraduate Programs
http://www.uakron.edu/cba/ uadvising * (330) 972-7042 * CBA 260