Graduation Planning Summary (GPS)
Consumer Marketing Minor (660104M)
Fall 2014 – Summer 2015

WEB-VERSION ONLY
Official course requirements based upon semester admitted into the CBA and/or term minor declared.

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.

### Consumer Marketing (660104M)
18 Credits – All courses 3 credit hours

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>Pre-Req</th>
<th>Done</th>
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<tbody>
<tr>
<td>6600:205 Marketing Principles</td>
<td>24</td>
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<tr>
<td>6600:275 Professional Selling</td>
<td>25</td>
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<tr>
<td>6600:355 Buyer Behavior</td>
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Required Courses: 9 credits

- 6600:205 Marketing Principles
- 6600:275 Professional Selling
- 6600:355 Buyer Behavior

Electives: 9 credits. Select 3 courses from the following

- 6600:335 Marketing Research 6600:205, 6500:304
- 6600:375 Marketing & Sales Analytics 6600:335
- 6600:432 Integrated Marketing Communications 6600:205, 355
- 6600:434 Digital Marketing (Spring Only) 6600:205, 432
- 6600:436 e-Commerce 6600:205, 355, 375
- 6600:438 Media Strategy (Fall Only) 6600:205, 432
- 6600:440 Brand Management 6600:205, 355

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 DARS 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.