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

# Graduation Planning Summary (GPS)
# Integrated Marketing Communications (660002BBA)
# 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.**

**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

## 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 3 |
| **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** | | | |

## Integrated Marketing Comm. (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 2 |
| 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 |
| 6600:434 Digital Marketing **(Spring Only)** ✪ | 6600:205, 432 | ☐ | Year 4 Spring |
| 6600:438 Media Strategy **(Fall Only)** ✪ | 6600:205, 432 | ☐ | Year 4 Fall |
| 6600:445 Creative Marketing Laboratory ✪ | 6600:355, 6600:432 | ☐ | Year 4 |
| **Professional Courses: 7 credits** | | | |
| 6600:499 Marketing Capstone Project **(Fall and Spring only)** ✪ | 6600:275, 335, 355, 375, 432, 438 | ☐ | Year 4 |
| 6600:495 Professional Insights: IMC – ***1 credit*** ✪ | Admitted to CBA and Sr. standing | ☐ | Year 4 |
| 6600:488 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** | | | |

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

**Graduation Requirements – Review DARS for status:**

- 128 Credit Hours
- CBA residency = Last 15 credits earned in CBA
- Overall GPA = 2.3