



**WEB-VERSION ONLY**

**Official course requirements based upon semester admitted into the CBA and/or term minor 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.*

**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.
- For CBA majors: 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.

<b>Consumer Marketing (660104M)</b>		
<b>18 Credits – All courses 3 credit hours</b>		
	PRE-REQ	DONE
☼ = Must be admitted to 4 year degree granting college		
<b>Required Courses: 9 credits</b>		
6600:205 Marketing Principles	24 credits	<input type="checkbox"/>
6600:275 Professional Selling	25 credits	<input type="checkbox"/>
6600:355 Buyer Behavior	6600:205	<input type="checkbox"/>
<b>Electives: 9 credits. Select 3 courses from the following</b>		
6600:335 Marketing Research	6600:205, 6500:304	<input type="checkbox"/>
6600:375 Marketing & Sales Analytics	6600:335	
6600:432 Integrated Marketing Communications ☼	6600:205, 355	<input type="checkbox"/>
6600:434 Digital Marketing (Spring Only) ☼	6600:205, 432	<input type="checkbox"/>
6600:436 e-Commerce ☼	6600:205, 355, 375	<input type="checkbox"/>
6600:438 Media Strategy (Fall Only) ☼	6600:205, 432	<input type="checkbox"/>
6600:440 Brand Management ☼	6600:205, 355	<input type="checkbox"/>

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.