

**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.
- 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>Database Marketing (660109M)</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: 15 credits</b>  |                         |                          |
| 6500:324 Data Management for Info Systems<br>(Fall Only)                         | 48 credits,<br>6200:250 | <input type="checkbox"/> |
| 6600:335 Marketing Research  | 6600:205,<br>6500:304   | <input type="checkbox"/> |
| 6600:375 Marketing & Sales Analytics   | 6600:335                | <input type="checkbox"/> |
| 6500:425 Decision Support with Data Warehousing &<br>Data Mining (Spring Only) ☼ | 6500:305,324            | <input type="checkbox"/> |
| 6600:436 e-Commerce ☼  | 6600:205, 355,<br>375   | <input type="checkbox"/> |
| <b>Electives: 3 credits. Select 1 course from the following</b>                  |                         |                          |
| 6600:460 Business to Business (B2B) Marketing ☼                                  | 6600:205                | <input type="checkbox"/> |
| 6600:432 Integrated Marketing Communication ☼                                    | 6600:205, 355           | <input type="checkbox"/> |
| 6600:438 Media Strategy (Fall Only) ☼  | 6600:205, 432           | <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.