

**HOUSTON BAPTIST UNIVERSITY DEGREE PROGRAM PLAN ^**  
**MINOR – MARKETING**

CATALOG YEAR: 2018/2019

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**MINOR REQUIREMENTS: All courses within Minor must be completed with a “C” or above.**

<b>COURSE NO.</b>	<b>COURSE NAME</b>	<b>HOURS</b>
ECON 2311	Principles of Microeconomics	3
ACCT 2301	Principles of Accounting I	3
MKTG 3301	Principles of Marketing	3
MKTG 3310	Consumer Behavior	3
MKTG 4360	Marketing Strategy	3
ELECTIVES:	BUSA 4301 + Any 1 MKTG class (3 hrs)	6
	<b>Total Hours in Minor</b>	<b>21</b>

^ Students may obtain the official degree plan from their academic advisor.