



2023-2024

MARKETING MINOR

Howard and Beverly Dayton School of Business

[May not be completed by MKT majors. Requires advising plan to be completed by ACC, BUS, FIN, or SPM majors.]

MINOR REQUIREMENTS (21)

- 3 ACC 201 Financial Accounting
- 3 BU 261 Business Analytics I
- 3 MKT 241 Principles of Marketing

Choose one Economics course:

- 3 ECN 272 Intro Microeconomics
- 3 ECN 273 Intro Macroeconomics

Choose two Marketing courses:

- 3 MKT 342 Consumer Behavior
- 3 MKT 343 Fund Professional Selling
- 3 MKT 441 Marketing Research
- 3 MKT 443 International Marketing

Choose an additional Marketing course (not used above):

- 3 MKT _____

MAJORS AND MINORS

1. All students receiving a bachelor's degree must complete one major. Students are not required to have a minor.
2. Bachelor degree students may choose to complete up to two (2) minors. Each added minor must require 12 unique, additional credits not part of the student's majors or other minors.
3. Majors and minors must be officially declared to be listed on the student's record and official transcript. To declare, change, drop or add a major or a minor, students must contact the Registrar's Office or email: registrar@asbury.edu
4. Fifty percent of the course requirements for each undergraduate major or minor must be completed as a student at Asbury University.