



2026-2027

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## MARKETING MINOR

Management & Marketing Department; 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
	ECN	273	Intro Macroeconomics

Choose two Marketing courses:

	MKT	342	Consumer Behavior
__ 3	MKT	343	Fund Professional Selling
__ 3	MKT	441	Marketing Research
	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](mailto: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.