



HOUSTON CHRISTIAN UNIVERSITY DEGREE PLAN
MINOR IN MARKETING
CATALOG YEAR: 2025-2026

NAME: _____ H#: _____ DATE: _____

Students must complete at least 9 upper-level hours toward the minor in residency at HCU.

MINOR REQUIREMENTS: All courses within minor must be completed with a “C” or higher.

COURSE #	COURSE NAME	HOURS
ACCT 2301	Principles of Accounting I	3
ECON 2311	Principles of Microeconomics	3
MKTG 3301	Principles of Marketing	3
MKTG 3310	Consumer Behavior	3
MKTG 4360	Marketing Strategy	3
Electives	BUSA 4301 and any one 3-hour MKTG class	6
	TOTAL HOURS IN MINOR	21

BY SIGNING BELOW, YOU ACKNOWLEDGE THAT YOU HAVE READ AND AGREE TO ABIDE BY ALL REQUIREMENTS ON THE DEGREE PLAN.
THIS DEGREE PLAN IS NOT VALID UNTIL RECEIVED & PROCESSED BY THE OFFICE OF ACADEMIC RECORDS.

STUDENT SIGNATURE

DATE

ACADEMIC ADVISOR

DATE

Office of Academic Records Use Only

Processed by: _____ Date: _____