

## Minor in Marketing

### 2026-2027 Official Degree Plan

| Minor Requirements                                                           |       |
|------------------------------------------------------------------------------|-------|
| <i>(all courses required for minor must be completed with "C" or higher)</i> |       |
| COURSES                                                                      | HOURS |
| ACCT 2301 Principles of Accounting I                                         | 3     |
| ECON 2311 Microeconomics                                                     | 3     |
| MKTG 3301 Principles of Marketing                                            | 3     |
| MKTG 3310 Consumer Behavior                                                  | 3     |
| MKTG 4360 Marketing Strategy                                                 | 3     |
| BUSA 4301 International Business                                             | 3     |
| Any 3-hour MKTG class                                                        | 3     |
| <b>Total Hours in Minor 21</b>                                               |       |

### Residency Requirements

At least 9 upper-level credit hours required for a minor must be earned at HCU with a grade of "C" or better in each course.

### Filing a Degree Plan

All undergraduate students must have an official signed and approved degree plan on file with the Office of Academic Records by the time they complete 64 credit hours. Students should contact their academic advisor to begin the process. If seeking a double degree, double major, minor, or certificate, an official degree plan must be filed for each program of study. For questions, email [degreeplans@HC.edu](mailto:degreeplans@HC.edu).

### University Catalog

The University Catalog is the official record of academic policies. Students are responsible for familiarizing themselves with the information in the catalog, including attendance policies, transfer credit policies, academic standing information, and course descriptions. The catalog can be found on the [HCU Catalog website](#).

### Acknowledgment and Signatures

**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 and processed by the Office of Academic Records.**

\_\_\_\_\_  
Student Name (Printed)

\_\_\_\_\_  
Student H#

\_\_\_\_\_  
HCU Email

\_\_\_\_\_  
Student Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Advisor Signature

\_\_\_\_\_  
Date

#### Office of Academic Records Use Only

Processed By: \_\_\_\_\_

Date: \_\_\_\_\_