



HOUSTON CHRISTIAN UNIVERSITY DEGREE PROGRAM PLAN  
MINOR - MARKETING

NAME: \_\_\_\_\_ H# \_\_\_\_\_ DATE: \_\_\_\_\_

Degree: [Please indicate] ☐ BA - or - ☐ BS MAJOR: \_\_\_\_\_ CATALOG YEAR: 2023-2024

Complete at least 9 upper level hours of RESIDENCY at HCU with grade of C or higher in all courses.

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

COURSE NO.	COURSE NAME	HOURS
ECON 2311	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
Total Hours in Minor		21

APPROVED BY:

ADVISOR \_\_\_\_\_ DATE \_\_\_\_\_

DEAN OF COLLEGE \_\_\_\_\_ DATE \_\_\_\_\_

I HAVE READ AND AGREE TO ABIDE BY ALL REQUIREMENTS ON THE DEGREE PLAN

STUDENT SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

THIS DEGREE PLAN IS NOT VALID UNTIL RECEIVED & PROCESSED BY THE OFFICE OF ACADEMIC RECORDS PROCESSED BY \_\_\_\_\_ DATE \_\_\_\_\_