

BUSINESS MANAGEMENT AND MARKETING MINOR

The minor will provide an overview of marketing, management, and financial principles and concepts in applied business and economics. Analytical and applied decision-making skills are emphasized.

Requirements

Students wishing to minor in Business Management and Marketing must take a total of at least 15 credits from the courses listed below. At least nine credits must be taken from the Core Courses and at most six credits must be taken from the Elective Courses.

Course	Title	Credits
Core Courses		
Select at least nine credits from the following:		9
ARE 2210	Essentials of Accounting and Business	
ARE 2215	Business Management	
ARE 3221	Managerial Economics and Business Strategies	
ARE 3222	Marketing and Consumer Behavior	
ARE 3223	Business Organization and Labor Markets	
Elective Courses		
Select at most six credits from the following:		6
ARE 2260	Food Policy	
ARE 2464	Measuring Impact of Programs that Raise Human Well-being	
ARE 2525	Sustainability Policy and Management	
ARE 3225	Price Analysis and Futures Trading	
ARE 3333	Computational Analysis in Applied Economics	
ARE 4205	Market Planning and Survey Research in the Food Industry	
ARE 4215	Sustainable Business Planning	
ARE 4217	Business Finance and Investment Management	
ARE 4279	International Commodity Trade	
ARE 4476	International Trade and Policy	
Additional Elective Courses		
Select up to three credits from the following with Minor Advisor approval:		0-3
ANSC 3452	Horse Breeding Farm Management	
ANSC 4662W	Dairy Herd Management	
ARE 4999	Independent Study	
ECON 2411	Money and Banking	
PLSC 3540	Garden Center Management	
Total Credits		15-18

Note: ARE 1150 Principles of Applied and Resource Economics or ECON 1201 Principles of Microeconomics may be a prerequisite for some 2000-level or above Agricultural and Resource Economic courses. Other courses listed may have additional prerequisites as well.

Students must earn a grade of "C" (2.0) or higher in each individual course listed above. Students must earn a combined grade point average

of 2.5 or higher for all courses listed above. This minor is not open to Economics of Sustainable Development and Management majors who are concentrating in Business Management and Marketing or Applied and Resource Economics majors who are concentrating in Business Management and Marketing.

The minor is offered by the Department of Agricultural and Resource Economics (<https://are.uconn.edu/>).