

UConn | COLLEGE OF AGRICULTURE, HEALTH AND NATURAL RESOURCES

PLAN OF STUDY

Catalog Year 2026-2027

Business Management and Marketing MINOR

CATALOG STATEMENT: 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. This minor is not open to Applied and Resource Economics majors who are concentrating in Business Management and Marketing or Economics of Sustainable Development and Management majors who are concentrating in Business Management and Marketing.

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.

Core Courses – Select at least nine credits from the following:

Dept.	No.	Course Title	Credits
ARE	□ 2210	Essentials of Accounting and Business	3
ARE	□ 2215	Business Management	3
ARE	□ 3221	Managerial Economics & Business Strategies	3
ARE	□ 3222	Marketing & Consumer Behavior	3
ARE	□ 3223	Business Organizations & Labor Markets	3

Elective Courses – Select at most six credits from the following:

Dept.	No.	Course Title	Credits
ARE	□ 2260	Food Policy	3
ARE	□ 2464	Measuring Impact of Programs that Raise Human Well-being	3
ARE	□ 2525	Sustainability Policy and Management	3
ARE	□ 3225	Price Analysis and Futures Trading	3
ARE	□ 3333	Computational Analysis in Applied Economics	3
ARE	□ 4205	Market Planning & Survey Research in the Food Industry	3
ARE	□ 4215	Sustainable Business Planning	3
ARE	□ 4217	Business Finance & Investment Management	3
ARE	□ 4279	International Commodity Trade	3
ARE	□ 4476	International Trade & Policy	3

Additional Elective Courses – Select up to three credits from the following with Minor Advisor approval:

Dept.	No.	Course Title	Credits
ANSC	□ 3452	Horse Breeding Farm Management	3
ANSC	□ 4662W	Dairy Herd Management	3
ARE	□ 4999	Independent Study	_____
ECON	□ 2411	Money & Banking	3
PLSC	□ 3540	Garden Center Management	3

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.

MINOR ADVISOR: For more information on the minor or approval on the final Plan of Study for the minor, please contact Dr. Emma Bojinova at emma.bojinova@uconn.edu or 860-486-2838.

DECLARATION PROCEDURE: Students who wish to declare the minor prior to graduation must submit the [CAHNR MINOR DECLARATION FORM](#), available on the Forms page of the CAHNR Undergraduate Academic Programs website.

APPROVAL: A plan of study for the minor signed by the department or program head, director, or faculty designee must be submitted to the Office of the Registrar via the Student Administration System during the first four weeks of the semester in which the student expects to graduate. For instructions, consult the [UConn Knowledgebase](#).