

University of Connecticut, College of Agriculture, Health and Natural Resources

Plan of Study for Minor in Business Management and Marketing (BMM)

Name of Student: _____ Major: _____

Student ID: _____ Month & Year of Anticipated Graduation: _____

Cell Phone Number: _____ Email Address: _____@uconn.edu

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.

REQUIREMENTS: All students are required to complete 15 credits from the following two groups:

Core Courses (select 9 credits from below):

		Credits	Semester/Year	Grade
ARE 2210	Essentials of Accounting and Business	3		
ARE 2215	Business Management	3		
ARE 3221	Managerial Economics and Business Strategies	3		
ARE 3222	Marketing and Consumer Behavior	3		
ARE 3223	Business Organization and Labor Markets	3		

Elective Courses (select at most 6 credits from below):

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 3333	Computational Analysis in Applied Economics	3		
ARE 4205	Market Planning and 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		

Any one 2000-level or above ARE course, if approved by the minor advisor

3

Additional elective course if approved by minor advisor from the following (up to 3 credits):

ANSC 3452	Horse Breeding Farm Management	3		
ANSC 4662W	Dairy Herd Management	3		
ARE 4999	Independent Study	1-6		
ECON 2411	Money and Banking	3		
PLSC 3540	Garden Center Management	3		

*NOTE: ARE 1150 may be required for some 2000-level or above ARE courses. Other courses may have prerequisites.

Updated Fall 2025

- 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.
- Students must complete all requirements for a baccalaureate degree. Once the minor has been declared, it will appear on the student’s transcript.

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

DECLARATION PROCEDURES: Students who wish to declare the minor prior to graduation must obtain the minor advisor’s signature below and submit this form to the CAHNR Academic Programs Office (Young 206). Students may also choose to declare the minor when they submit this form as their final Plan of Study to the Registrar after having completed and/or enrolled in all of the required courses for the minor. Students can also add a minor electronically by visiting ppc.uconn.edu

FINAL PLAN PROCEDURES: Students who plan to graduate with a minor in Business Management and Marketing must complete the requirements as outlined above and submit a copy of this form to the Registrar along with their final Plan of Study for their major or submit a final plan of study through [Student Admin](#).

APPROVAL: Please check the appropriate box/es below:

- ☐ Declaration: Student has discussed minor requirements with minor advisor.
- ☐ Final Plan: Student has met with advisor and confirmed that all requirements for this minor have been completed, or will be completed, in order to be eligible for a minor in Business Management and Marketing upon graduation.

Student Signature

Date

Minor Advisor Signature

Date