

# BEHAVIORAL ECONOMICS (MINOR)

This program was approved for students entering the university in the Summer 2026-Spring 2027 catalog year. For more information about catalog year, go to Catalog Year Information (<https://catalog.louisville.edu/undergraduate/university-wide-unit-specific-policies/catalog-year/>).

## Minor in Behavioral Economics

Unit: College of Business (BU) (<http://business.louisville.edu/>)  
Department: Economics (<http://business.louisville.edu/economics>)  
Academic Plan Code(s): BEC\_MINOR

The Behavioral Economics Minor integrates coursework from Economics, Psychology, and Marketing to provide students with a multidisciplinary understanding of human behavior and decision-making. Students must be in good academic standing to be admitted to the minor.

## Program Requirements

Code	Title	Hours
<b>Required Core Courses</b>		
PSYC 201	Introduction to Psychology - SB ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> )	3
ECON 201	Principles of Microeconomics - SB ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> )	3
PSYC 301 or BSTA 201	Introduction to Social Statistics Business Statistics	3
MKT 301	Principles of Marketing	3
ECON 325	Behavioral Economics	3
MKT 350	Consumer Behavior	3
<b>Elective Course (choose one of the following):</b>		<b>3</b>
ECON 300+ elective (recommended: ECON 415 Game Theory)		
MKT 441	Market Intelligence and Customer Insights	
MKT 490	Special Topics in Marketing	
PSYC 302	Research Methods for Psychology	
PSYC 314	Reasoning and Decision-Making	
<b>Minimum Total Hours</b>		<b>21</b>

At least three (3) semester hours of the requirements for a minor must be successfully completed while enrolled in the University of Louisville.

Available to both business majors and non-business majors.