

# Strategy Minor

Fall 2026 Incoming Students

**BYU MARRIOTT**  
SCHOOL OF BUSINESS

# What can I do with a minor in strategy?

**Analyze and improve.** Strategists collect and analyze information about a company, its customers, and its competitors and make recommendations to help the company achieve competitive advantage and offer singular products or experiences to customers.

**Develop superior businesses.** If you are interested in helping companies figure out how to offer customers unique value that cannot be imitated by competitors, this minor may be for you. The minor is designed to prepare students for initial jobs in management consulting, product management, or corporate planning/business strategy positions in large firms or startups.

## What will I learn?

**Critically analyze scenarios and explain findings.** You'll learn structured problem-solving skills and methods of logic so you can provide recommendations to companies in professional presentations. You'll also receive an introduction to industry analysis and corporate strategy as you and your cohort take sequenced classes over the course of three semesters.

## How can I use the minor to enhance my BYU degree?

**Apply these skills to your area of study.** Acquiring strategic management skills and applying them through experiential learning will help you become successful in strategy, planning, or any other career path. The curriculum adds value to the technical knowledge gained from your major and teaches you to think clearly and critically about problems in any field.

# Requirements

**Complete before application deadline.**

|                                                              |                                                                     |                                                                                                                                |
|--------------------------------------------------------------|---------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| <b>ACC 200</b><br>Principles of Accounting<br><br>FWSpSu 3.0 | <b>ECON 110</b><br>Economic Principles & Problems<br><br>FWSpSu 3.0 | <b>CHOICE OF</b><br><b>FIN 201:</b> Principles of Finance<br>or<br><b>IS 201:</b> Intro to Information Systems<br>(varies) 3.0 |
|--------------------------------------------------------------|---------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|

**Complete five courses.**

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| <b>STAT 121</b><br>Principles of Statistics<br><br>FWSp 3.0 | <b>STRAT 401</b><br>Foundations of Strategy<br><br>F 3.0 | <b>STRAT 402</b><br>Economics of Strategy<br><br>F 3.0 | <b>STRAT 411</b><br>Advanced Competitive Strategy<br><br>W 3.0 |
| <b>STRAT 421</b><br>Strategy Implementation<br><br>FW 3.0   |                                                          |                                                        |                                                                |

# How do I enroll?

The Strategy minor is a limited-enrollment program available to BYU students who are not BYU Marriott majors. To be admitted, students must be cleared by the academic advisor over their declared major. Before submitting an application, contact your major advisor to discuss whether you would be cleared to declare the strategy minor if admitted.

To apply, you must submit an online application by 4:30 p.m. MDT on the last working day of June. Applicants will be contacted for an interview in early July, and final decisions will be announced by the end of July. Preference is given to those with outstanding GPAs and prerequisite grades. Accepted students must commit to taking the required courses in three to four semesters and within two years from their acceptance date.

If you have any questions about the minor, please visit the BYU Marriott Advisement Center.

## Any questions?

**Visit our website at [marriott.byu.edu/advisement](https://marriott.byu.edu/advisement)**

### **BYU Marriott Undergraduate Advisement**

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