MARKETING MINOR

This minor is for FCRH and FCLC students who are interested in applying marketing principles and practices to business needs. It combines classes in marketing, psychology, sociology, and statistics. Because marketing includes persuasion, students must possess effective communication skills. This minor is often of particular interest to students who are pursuing a major in communications.

Requirements

The minor in marketing consists of six courses.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKBU 3225</td>
<td>Marketing Principles</td>
<td>3</td>
</tr>
<tr>
<td>MKBU 3435</td>
<td>Consumer Behavior</td>
<td>3</td>
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**Electives**

- Two upper-level marketing courses $^1$ 6
- One liberal arts elective from the list below: 3 to 4
  - PSYC 2600 Social Psychology
  - PSYC 3410 Creativity $^2$
  - PSYC 4310 Aging and Society $^2$
  - PSYC 4920 Youth, Values, and Society
  - SOCI 1100 Introduction to Sociology
  - SOCI 2800 Sociological Theory
  - SOCI 3102 Contemporary Social Issues and Policies
  - SOCI 4408 Diversity in American Society
  - ANTH 1100 Introduction to Cultural Anthropology
  - ANTH 3351 Comparative Cultures
  - ANTH 3470 People and Cultures of Latin America

One of the following two options: 3 to 4
- PSYC 2000 Statistics $^3$
- One additional upper-level marketing course $^1$

$^1$ Any course with subject code MKBU numbered 3226 or higher may fulfill this requirement.

$^2$ Requires PSYC 1200 Foundations of Psychology as a pre-requisite.

$^3$ Students whose major requires a statistics course may substitute the statistics course from their major. All others choosing this option must take PSYC 2000 Statistics.