

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.

Course	Title	Credits
Required Courses		
MKBU 3225	Marketing Principles	3
MKBU 3435	Consumer Behavior	3
Electives		
<i>Two upper-level marketing courses</i> ¹		6
<i>One liberal arts elective from the list below:</i>		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	
<i>One of the following two options:</i>		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.