

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 is available consists of six courses.

Course	Title	Credits
MKBU 3225	Marketing Principles	3
PSYC 2000	Statistics ^{1,2}	4
MKBU 3435	Consumer Behavior	3
Select one of the following:		
PSYC 2600	Social Psychology	
PSYC 3410	Creativity ¹	
PSYC 4310	Aging and Society ¹	
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	
Two upper level marketing courses ³		

¹ Requires PSYC 1200 Foundations of Psychology as a pre-requisite.

² Students whose major requires a statistics course may substitute the statistics course from their major. All others must take PSYC 2000 Statistics.

³ Any course with subject code MKBU numbered 3226 or higher may fulfill this requirement.

Students beginning the Marketing minor are encouraged to take MKBU 3225 Marketing Principles concurrently with PSYC 1200 Foundations of Psychology. The next class students should take is MKBU 3435 Consumer Behavior, which might be paired with PSYC 2000 Statistics.