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.

<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>PSYC 2000</td>
<td>Statistics 1,2</td>
<td>4</td>
</tr>
<tr>
<td>MKBU 3435</td>
<td>Consumer Behavior</td>
<td>3</td>
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</tbody>
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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.