

MARKETING MINOR

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.