

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.

Learning Goals

- Students will demonstrate a substantive knowledge of key business concepts and theories.
- Students will demonstrate competency in analytical and technical skills in decision-making.
- Students will demonstrate competency in oral and written communication.
- Students will demonstrate capacity for ethical decision-making and an understanding of how business can positively impact society.
- Students will demonstrate an awareness and competency in effectively working in teams and dealing with globally diverse situations.