INTERDISCIPLINARY MINOR IN CONSUMER BEHAVIOR

NOTE that this minor must be declared through the Marshall School of Business advisement office. Contact the Office of Undergraduate Admissions, Marshall School of Business, 213-740-8885, busadm@marshall.usc.edu

The Minor requires five courses. If you are a psychology major, then four courses must be outside of the Department of Psychology. If you are a business major, then four courses must be outside of Marshall School of Business.

Lower Division Requirement:
Choose one of the following:
- BUAD 307 Marketing Fundamentals
- PSYC 100 Introduction to Psychology

Upper Division Requirement
Choose one of the following:
- MKT 450 Consumer Behavior and Marketing
- PSYC 355 Social Psychology
- SOCI 320 Social Psychology

Choose two of the following:
- ANTH 460 Economic Anthropology
- COMM 302 Persuasion
- MKT 405* Advertising and Promotion Management
- MKT 410* Personal Selling
- ECON 432* Economics of Happiness
- PSYC 451* Formation and Change of Attitudes
- PSYC 454* Social Cognition

Choose one of the following:
- COLT 365 Literature and Popular Culture
- COMM 384 Interpreting Popular Culture
- ENGL 392 Visual and Popular Culture
- HIST 380 American Popular Culture
- MKT 470* Marketing Research
- PSYC 490* Directed Research in Psychology

* Note that some upper division courses have additional pre-requisites.