

# CONSUMER PSYCHOLOGY, MINOR

The goal of the interschool Consumer Psychology Minor is to create a program that fosters the natural link between Psychology in the College and Marketing in Wharton. To fulfill the Minor in Consumer Psychology students must complete four courses from the Psychology Department in the College and four courses from the Marketing Department in Wharton, and the stats requirement. Both College and Wharton requirements will consist of core courses along with a set of elective courses. College students who wish to minor in Consumer Psychology must count two of the four required psychology (PSYC) courses towards only the Consumer Psychology minor (and towards no other major or minor).

**For more information:** <https://psychology.sas.upenn.edu/more-information-minors> (<https://psychology.sas.upenn.edu/more-information-minors/>)

Or

**For more information:** <https://marketing.wharton.upenn.edu/programs/undergraduate/consumer-psychology-minor/>

Code	Title	Course Units
<b>Minor Requirements</b>		
<i>Statistics Requirement</i>		
Select one of the following:		1
STAT 1010	Introductory Business Statistics	
STAT 1020	Introductory Business Statistics	
STAT 1110	Introductory Statistics (day or summer only)	
STAT 4300	Probability	
BIOL 2510	Statistics for Biologists	
SOCI 2010	Social Statistics	
ANTH 3454	Quantitative Analysis of Anthropological Data	
NURS 2300	Statistics for Research and Measurement	
<i>Psychology Requirement</i> <sup>1</sup>		1
PSYC 0001	Introduction to Experimental Psychology	
Select one of the following:		1
PSYC 1440	Social Psychology	
PSYC 2400	Introduction to Positive Psychology (SNF Paideia Program Course)	
Select one of the following:		1
PSYC 1310	Language and Thought	
PSYC 1530	Memory	
PSYC 1333	Introduction to Cognitive Science	
PSYC 2737	Judgment and Decisions	
PSYC 2750	Behavioral Economics and Psychology	
PSYC 2555	Neuroeconomics	
Select 1 course unit of any of the courses not used, or a 4000-level course in Social Psychology or Decision Making		1
<i>Marketing Requirement</i>		
MKTG 1010	Introduction to Marketing	1
MKTG 2110	Consumer Behavior	1

Select one of the following:		1
MKTG 2120	Data and Analysis for Marketing Decisions	
MKTG 2710	Models for Marketing Strategy	
MKTG 3090	Special Topics: Experiments for Business Decision Making	
MKTG 4760	Applied Probability Models in Marketing	
MKTG 9400 & MKTG 9410	Measurement and Data Analysis in Marketing - Part A and Measurement and Data Analysis in Marketing - Part B	
MKTG 9420 & MKTG 9430	Research Methods in Marketing - Part A and Research Methods in Marketing - Part B	
Select one of the following:		1
Two 0.5 course unit Electives		
One 1 course unit Elective		
<b>Total Course Units</b>		<b>9</b>

<sup>1</sup> **Note:** Two of the four courses must count ONLY toward the CNPS minor, no other major or minor.

The degree and major requirements displayed are intended as a guide for students entering in the Fall of 2023 and later. Students should consult with their academic program regarding final certifications and requirements for graduation.