

## **Teaching Critical Thinking to Marketing Students: Lessons from Other Business Disciplines**

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### **Abstract**

One major task of the marketing educator is to prepare students for a professional career that requires them to be lifelong learners. Achieving this goal will be easier if students acquire critical thinking skills but there are more ways than one for this to happen. We review the literature for practical suggestions on teaching reasoning skills to higher education students from a variety of business disciplines. Each example is presented along with ideas on how it could be adapted to a marketing class. A general reasoning checklist is developed to guide students in their work on marketing assignments that require an application of reasoning skills.