



Brisa Tztintzun, Illustration & Design
Marketing Minor, 2020



ELLER COLLEGE OF MANAGEMENT

Marketing

**EXPERIENCE
ELLER.**

Summer 2023

**Marketing Minor
Online Program**

AS THE WORLD EVOLVES, SO DOES ELLER

Improve your marketability and cement your long-term success with a minor in Marketing—all in just one summer online..

In the minor program, you will learn various marketing concepts, and focus on the application of these concepts in a business setting. **The program has been designed to provide skills that will set you apart as a dynamic thinker and strengthen your collaborative potential.**

Eller's forward-thinking approach to business education gives you the ability to lead in the face of profound technological, social, and economic transformation.

WHY CHOOSE A MARKETING AS YOUR MINOR

Non-business majors have an opportunity to complement and augment their current skills with those that are currently sought after in the business world.

A FEW SUCCESS STORIES



Anna Fabrizio | Marketing Project Manager
Berkadia Commercial Real Estate



Avery Thompson | Account Executive
Tom James Company NYC



Laura Harrington | Regional Manager
Fox Restaurant Concepts

JOIN OUR FAMILY OF OVERACHIEVERS

COHORT PROFILE

Average Class Size: 50-60 students

Average Academic Level: Junior

Average GPA: 3.74

Common undergraduate majors:

Communication

Psychology

Information Science Technology

Journalism

Film & TV

Plus, numerous other majors from a variety of disciplines!

Apply Today!

marketing.eller.arizona.edu/minor

APPLICATIONS ACCEPTED UNTIL
APRIL 3, 2023

In-state tuition for all students | No application fee



A MINOR WITH major benefits

EXPERIENCE ELLER

Get excited about what's possible with Marketing Minor Program

DESIGNED FOR NON-BUSINESS MAJORS

In-depth study of marketing subjects, tools and technologies

EXCLUSIVE ACCESS TO THE ELLER

PROFESSIONAL DEVELOPMENT CENTER

Book appointments with the Eller Marketing Career Coaches and receive an invite to the Eller Career Immersion Day with industry experts

BECOME A PART OF THE ELLER FAMILY

1-on-1 interaction with renowned Eller faculty and grow your network with peers across a variety of disciplines

CONNECT WITH PAST MARKETING MINOR STUDENTS

Gain a student's perspective from a peer that's been through the program



DERICK TRUONG
PHYSIOLOGY & MEDICAL SERVICES
dericktruong@arizona.edu



KELLY PLAMONDON
COMMUNICATION
kellyplamondon@arizona.edu



COLIN LORE
COMMUNICATION
collinlore@arizona.edu



REBECCA MEYER
SPANISH & ESOCIETY
rebeccameyer@email.arizona.edu



Rebecca Meyer, Spanish & eSociety
Marketing Minor Ambassador

"If you are interested in consumer psychology, advertising, sales - this is the kind of program you want to be part of."

THE PROGRAM

FALL | SPRING PREREQS

BNAD 303: Marketing Concepts and Tools

Plus, one of the following
MIS III: Computers and Internetworked Society

ECON 200: Basic Economic Issues

ACCT 200: Introduction to Financial Accounting

ACCT 250: Survey of Accounting

SUMMER MINOR COURSES 5wk Session I

MKTG 304: Marketing Info & Analysis

MKTG 306: Consumer Behavior

MKTG 307: Digital Marketing

5wk Session II

MKTG 308: Personal Selling

MKTG 309: Marketing Communication & Advertising

MKTG 310: Strategic Marketing Implementation

Classes are offered only online as iCourses. \$50 iCourse fee per class. Program **not** offered during the regular academic year.