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

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Summer 2023

Marketing Minor
Online Program
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@email.arizona.edu

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

"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 111: 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.