



# ACCELERATE SUCCESS WITH A MINOR

Boost your marketability and long-term success with a Marketing Minor. This program accelerates your non-business major by providing essential marketing knowledge and practical business applications. Learn key marketing concepts and how to apply them in real-world settings. We will equip you with skills to stand out as a dynamic thinker and collaborator, preparing you to lead through today's technological, social, and economic changes.

## EMPOWERING MARKETING WITH AI

We are excited to announce that Artificial Intelligence (AI) is now integrated into our curriculum as part of our commitment to cutting-edge education. This ensures students gain the knowledge and skills needed to stay competitive in today's rapidly evolving, technology-driven industry.

### 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:** 130 students

### Common undergraduate majors:

Communication  
 Psychology  
 Retail and Consumer Sciences  
 Fashion Industry's Science and Tech  
 Applied Humanities  
 Information Science Technology  
 Journalism  
 Film & TV  
*Plus, numerous other majors from a variety of disciplines!*

# Apply Today!

[marketing.eller.arizona.edu/minor](https://marketing.eller.arizona.edu/minor)

APPLICATIONS ACCEPTED UNTIL  
**APRIL 4, 2025**

**IN-STATE TUTION** for all students | No application fee



IMPROVE YOUR MARKETABILITY TODAY!

# EXPERIENCE ELLER.

Summer 2025

## Marketing Minor Online Program



# 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.*