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

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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

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COHORT PROFILE

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Average Academic Level: Junior
Average GPA: 3.74
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marketing.eller.arizona.edu/minor

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"A MINOR WITH major benefits"

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In-depth study of marketing subjects, tools and technologies

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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

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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: Advertising Strategy & Practice

5wk Session II
MKTG 308: Special Topics in Marketing

MKTG 309: Marketing Communication

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.

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