

PROGRAM BENEFITS

GUARANTEED REGISTRATION:

You can be pre-registered in all required courses so that completion of the minor is not dependent on gaining admission to the needed classes that might be closed.

FAST COMPLETION:

The entire minor can be completed in one summer of full-time attendance (the pre-session classes can be taken during the fall or spring semesters if you can register in those two classes using regular registration).

COHORT SYSTEM:

You will take the core classes with the same cohort of students which is the typical method for MBA programs. Working with the same students allows team learning and social networking.

ADMISSION:

Admission to the program will be competitive and applications will be accepted during the Fall and Spring semesters. Decisions will be made on a rolling admission basis throughout the year to allow you to plan for Spring and Summer course registration.

COMMITMENTS:

The Marketing Department will make it possible for admitted students to complete the Marketing Minor in one summer. As a marketing minor student, you must commit to registering for the entire block of courses in one summer. Spreading courses over two summers is not allowed because a new cohort will be entering then.

MINOR REQUIREMENTS

PREQUISITES:

One course from the following:
ECON 200 Principles of Economics (3) ,
ACCT 200 Intro to Financial Accounting (3), OR
MKTG 301 Business Basics for Marketers (3)

CORE COURSES:

BNAD 303 Marketing Concepts & Tools (3)
MKTG 304 Marketing Information & Analysis (2)
MKTG 306 Marketing & Human Behavior (2)
MKTG 307 Creative Advertising (2)
MKTG 308 Personal Selling (2)
MKTG 309 Public Relations & Sales Promotion (2)
MKTG 310 Marketing Plans (2)

TOTAL: 18 units

ADMISSION

Applications for admission to the Marketing Minor Program will be accepted early in the Fall and Spring semesters. Decisions will be made at least monthly throughout the year to help you in planning your regular coursework. Several criteria will be considered in the application process: your application essay, grade point average, class standing, resume, etc.

More detailed information about the admission process can be found on the Marketing Department website:
<http://marketing.eller.arizona.edu/>

Note: Individual courses cannot count for more than one major or minor. If you are using BNAD 303, ECON 200 or ACCT 200 for another program, you will need to take a substitute course—contact the Marketing Department for options.

COURSE SCHEDULE

Fall or Spring (Optional)

Recommended: Complete either ECON 200 or ACCT 200. You will need to obtain a seat in these classes through regular course registration. Optional: It is also possible to complete BNAD 303 during the year if you obtain a seat in the class.

Preession

BNAD 303
MKTG 301 (if ECON 200 or ACCT 200 not completed earlier)

Summer Session I

MKTG 304
MKTG 306
MKTG 308

Summer Session II

MKTG 307
MKTG 309
MKTG 310

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