

Triple major focuses on creating change through art, marketing

By Brielle Cohen, ASU News
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Ariyal Jain is passionate about her school involvement and the impact she wants to make in her career through merging art and her business acumen.

Born in Chandler, Arizona, and raised in the Bay Area, her Arizona State University journey has fallen nothing short of incredible with her work in marketing and business. She is a triple major, graduating with degrees in marketing, sustainability and AI in business, and a minor in psychology.

“During my first year, I tried as many things as possible. I was going for quantity just to experience everything, but as I've progressed throughout my college experience, it's become more about quality,” Jain said.

She joined clubs like adworks, Changemaker, the American Marketing Association and the Business School Council and devoted herself to the work of each of them.

“I also did a couple of other things around W. P. Carey, such as being a peer advisor and a WPC 101 facilitator,” Jain said. “I applied for different scholar programs like the Tillman Scholar Program and the McCord Scholars Program once I reached my sophomore year.”

She even started the Marketing Scholars Program, connecting marketing students to resources outside of Arizona. Beyond her accomplishments, being involved in ASU has allowed her to develop leadership and service skills.

“The main values that I see in a lot of the organizations that I'm a part of is leadership and service and just giving back to the communities that I'm a part of,” Jain said.

Through her experience at Paramount, Cox Telecommunications and more, Jain was able to figure out what she would like to pursue postgrad. To Jain, marketing is more than a career route, but a passion that the W. P. Carey School of Business allowed her to foster throughout her undergraduate degree.

“I'm looking at product marketing roles in the tech industry,” Jain said. “I think my love for marketing started all the way back in high school when I took a 'principles of a business' class my senior year. I realized that I loved marketing and the psychology behind consumer behavior.”

Jain said she appreciated ASU's flexibility when it comes to their degree programs and how it allowed her to major in three different disciplines. This freedom helped her expand her knowledge and get her footing in the marketing industry through her research in marketing, sustainability and AI.

"I came to ASU because of its large network and the opportunity to study many majors at a time," Jain said.

She also has a love for dance and other creative endeavors — and has been able to draw on those for inspiration in her academic and professional career.

"I've competitively danced since five. And through that and my love for reading, fiction and storytelling, I can apply it to marketing through graphic design or research behavior presentation," Jain said.

"I want to positively impact the community or the world around me through art."

Jain was named the Outstanding Graduating Senior Finalist for the W. P. Carey School of Business and is a Deans Medalist for both the AI and marketing departments. After graduation, she will be working on Samsung's product marketing team.

This story originally appeared on [ASU News](#).

Text image(s)



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