

Advertising

Advertising

Advertising Management Option Requirements*

A minimum of 24 credits as follows:

- MKTG 340 – Advertising (4)
- MKTG 363 – Consumer Behavior and Customer Satisfaction (4)
- MKTG 441 – Media Strategy (4)
- MKTG 442 – Creative Strategy (4)
- MKTG 443 – Advertising Campaigns (4) or NSAC (8)*
- MKTG 460 – Marketing Research (4)

*NOTE: Advertising Management students may contact the Undergraduate Programs Office at (503) 725-3712 for a referral to the professor in charge of the National Student Advertising Competition (NSAC).

Prerequisites:

COURSE	PREREQUISITE
MKTG 340	None (BA 311 Recommended 1st)
MKTG 363	BA 311
MKTG 441	MKTG 340
MKTG 442	MKTG 340
MKTG 443	MKTG 441, MKTG 442
MKTG 460	BA 311

ADVERTISING

When Advertising courses tend to be offered:

<u>FALL</u>	<u>WINTER</u>	<u>SPRING</u>	<u>SUMMER</u>
MKTG 340	MKTG 340	MKTG 340	MKTG 340
MKTG 363	MKTG 363	MKTG 363	MKTG 363
MKTG 441	MKTG 441	MKTG 441	
MKTG 442	MKTG 442	MKTG 442	
MKTG 443	MKTG 443	MKTG 443	
			MKTG 444
MKTG 460	MKTG 460	MKTG 460	MKTG 460

Suggested Sequence:

<u>TERM 1</u>	<u>TERM 2</u>	<u>TERM 3</u>	<u>TERM 4</u>
BA 311	MKTG 363	MKTG 460	MKTG 443
MKTG 340	MKTG 441	MKTG 442	MKTG 447 (NSAC)
	MKTG 445 (NSAC)	MKTG 446 (NSAC)	