

Business Minor in Advertising for Graphic Design Majors



A minimum of 24 credits as follows:

- BA 101 – Intro to Business and World Affairs (4)
- FIN 218 – Personal Finance (4)
- BA 316U – Essentials of Marketing (4)*
- MKTG 340U – Advertising Management (4) *
- MKTG 442 – Creative Strategy (4)
- Approved Elective (4)
 - MKTG 440 – FIR NW Student Advertising Agency (4)**
 - MKTG 443 – Advertising Campaigns (4)
 - MKTG 449 – Portfolio Workshop (2)**

*These classes also count toward the Design Thinking/Innovation/Entrepreneurship University Studies junior cluster

MKTG 340U also counts toward the Popular Culture junior cluster

**By application only

COURSE	PREREQUISITE
BA 101	None
FIN 218	None
BA 316U	None, BA 101 recommended
MKTG 340U	None, BA 101 recommended
MKTG 442	MKTG 340U
MKTG 440	By application only
MKTG 443	MKTG 441, MKTG 442
MKTG 449	BA 316U, MKTG 340U

Course offerings are not guaranteed and may vary by time or term.

Business Minor in Advertising for Graphic Design Majors courses tend to be offered:

FALL	WINTER	SPRING	SUMMER – Summer courses are taught in a condensed time period
BA 101 (Day/Night/Online)	BA 101 (Day/Night/Online)	BA 101 (Day/Online)	BA 101 (Day/Online)
FIN 218 (Day Hybrid/Night/Online)	FIN 218 (Day/Night/Online)	FIN 218 (Day Hybrid/Online)	FIN 218 (Online)
BA 316U (Night Hybrid/Online)	BA 316U (Day)	BA 316U (Night Hybrid)	BA 316U (Online)
MKTG 340U (Day)	MKTG 340U	MKTG 340U (Remote)	MKTG 340U
MKTG 442 (Day)	MKTG 442 (Day)	MKTG 442 (Day)	
MKTG 440 (Day)*	MKTG 440 (Day)*	MKTG 440 (Day)*	MKTG 440 (Day)*
	MKTG 443 (Night)	MKTG 443 (Night)	MKTG 443
MKTG 449 TBD	MKTG 449 TBD	MKTG 449 TBD	

***MKTG 440 meets on Wednesdays at 2pm every term**

Suggested Course Sequence:

TERM 1	TERM 2	TERM 3	Term 4
BA 101	BA 316U	MKTG 442	MKTG elective
FIN 218	MKTG 340U		

You have a Career & Academic Advisor in the School of Business based on the last two digits of your PSU student ID number. To schedule an appointment with your advisor go to pdx.edu/sba/academic-career-advising

ID	Advisor	Email	Phone
00-05	Cristina Restad	restad.sba@pdx.edu	503-725-4742
06-15	Audrey Kirby	pond.sba@pdx.edu	503-725-9834
16-26	TBD	Schedule w/any advisor!	
27-36	Ashley Storey	storey.sba@pdx.edu	503-725-3089
37-46	Becky Einolf	einolf.sba@pdx.edu	503-725-3699
47-57	Khaitan Allen	allen.sba@pdx.edu	503-725-5933
58-67	TBD	Schedule w/any advisor!	
68-77	Edgar Barrera	barrera.sba@pdx.edu	503-725-6291
78-88	Megan Butler	butler.sba@pdx.edu	503-725-3021
89-99	Doug Seigler	siegler.sba@pdx.edu	503-725-5052