



Marketing

A minimum of 28 credits as follows:

- MKTG 363 – Consumer Behavior and Customer Satisfaction (4)
- MKTG 448 – Digital Media Planning and Analytics (4)
- MKTG 460 – Marketing Research (4)
- MKTG 462 – Marketing Analytics (4)
- MKTG 464 – Marketing Strategy and Management (4)
- Approved Electives (8)
 - MKTG 340U – Advertising (4)
 - MKTG 338U – Professional Selling (4) ^{A, B}
 - MKTG 375 – Retailing (4) ^A
 - MKTG 376 – International Business and Trade Practices (4)
 - MKTG 409 – Food Industry Practicum (Internship) (4) ^A
 - MKTG 435 – Consumer Package Goods Marketing (4) ^A
 - MKTG 436 – Competitive Dynamics in the Athletic and Outdoor Industry (4) ^{B*}
 - MKTG 437 – Channel Management in the Athletic and Outdoor Industry (4) ^{B*}
 - MKTG 441 – Media Strategy (4)
 - MKTG 442 – Creative Strategy (4)
 - MKTG 466 – International Marketing (4)
 - MKTG 467 – Sales Management (4) ^{A, B}

^A These electives can be applied toward either the Food, Beverage, and Goods Leadership Certificate

^B These electives can be applied toward the Athletic & Outdoor Certificate

*Application Required

<u>COURSE</u>	<u>PREREQUISITE</u>
MKTG 363	BA 311
MKTG 448	BA 311
MKTG 460	BA 311
MKTG 462	BA 311, BA 325
MKTG 464	MKTG 460
MKTG 340U	none
MKTG 338U ^{A, B}	none

<u>COURSE</u>	<u>PREREQUISITE</u>
MKTG 375 ^A	BA 311
MKTG 376	none
MKTG 435 ^A	BA 311 or BA 339
MKTG 436 ^B	BA 311
MKTG 437 ^{B*}	BA 311 & By Application
MKTG 466	BA 311

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

Marketing courses tend to be offered:

FALL	WINTER	SPRING	SUMMER - Summer courses are taught in a condensed time period
MKTG 363 (Day/Night)	MKTG 363 (Day Hybrid)	MKTG 363 (Remote)	MKTG 363
MKTG 448 (Day)	MKTG 448 (Day)	MKTG 448 (Day/Night)	MKTG 448
MKTG 460 (Day/Night)	MKTG 460 (Night)	MKTG 460 (Remote)	MKTG 460
MKTG 462 (Night)	MKTG 462 (Night)	MKTG 462 (Night)	
MKTG 464 (Day)	MKTG 464 (Day/Night)	MKTG 464 (Remote)	MKTG 464
MKTG 338U (Day/Night)	MKTG 338U (Day)	MKTG 338U (Day/Night)	MKTG 338U
MKTG 340U (Day)	MKTG 340U (Day)	MKTG 340U (Day/Night)	MKTG 340U
	MKTG 375 (Night)	MKTG 375 (Night)	
MKTG 376 (Night)	MKTG 376 (Night)		
MKTG 435 (Night)			MKTG 435
	MKTG 436 (Night)		MKTG 436
MKTG 437 (Day)	MKTG 437 (Day)	MKTG 437 (Remote)	MKTG 437
		MKTG 466 (Night)	

Suggested Course Sequence:

TERM 1	TERM 2	TERM 3	TERM 4
BA 311	MKTG 363	MKTG 460	MKTG 464
BA 301	MKTG 448	MKTG 462 MKTG elective	MKTG elective

NOTE: there are additional requirements needed to earn a degree, please utilize the School of Business advising guide and the Degree Audit Reporting System (DARS). To schedule an appointment with your advisor go to pdx.edu/sba/academic-career-advising