

# Advertising



A minimum of 24 credits as follows:

- MKTG 340U – 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 MKTG 440 (4) – FIR NW Student Advertising Agency (4)\*
- MKTG 460 – Marketing Research (4)

Recommended Optional Electives:

- MKTG 440 – FIR NW Student Advertising Agency (4)\*
- MKTG 444 – Account Management (4)\*\*
- MKTG 448 – Digital Media Analytics (4)
- MKTG 449 – Portfolio Workshop (2)

\*By application only. Two terms of MKTG 440 (8cr) can be substituted for MKTG 443 (4cr) requirement.

\*\*Offered infrequently, and not offered for the 2019-2020 academic year

<u>COURSE</u>	<u>PREREQUISITE</u>
MKTG 340U	None (BA 311 recommended)
MKTG 363	BA 311
MKTG 441	MKTG 340U
MKTG 442	MKTG 340U
MKTG 443	MKTG 441, MKTG 442

<u>COURSE</u>	<u>PREREQUISITE</u>
MKTG 460	BA 311
MKTG 440*	By application
MKTG 444**	MKTG 340U
MKTG 448	BA 311
MKTG 449	BA 311 & MKTG 340U recommended

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

**Advertising courses tend to be offered:**

<b>FALL</b>	<b>WINTER</b>	<b>SPRING</b>	<b>SUMMER</b> - Summer courses are taught in a condensed time period
MKTG 340U (Day)	MKTG 340U (Day)	MKTG 340U (Remote)	MKTG 340U
MKTG 363 (Day/Night)	MKTG 363 (Day Hybrid)	MKTG 363 (Remote)	MKTG 363
MKTG 441 (Day)	MKTG 441 (Day)	MKTG 441 (Day)	
MKTG 442 (Day)	MKTG 442 (Day)	MKTG 442 (Day)	
	MKTG 443 (Night)	MKTG 443 (Night)	MKTG 443
MKTG 460 (Day/Night)	MKTG 460 (Night)	MKTG 460 (Remote)	MKTG 460
MKTG 440* (Day)	MKTG 440* (Day)	MKTG 440* (Day)	MKTG 440* (Day)
MKTG 448 (Day)	MKTG 448 (Day)	MKTG 448 (Day/Night)	MKTG 448
MKTG 449 (TBD)	MKTG 449 (TBD)	MKTG 449 (TBD)	

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

**Suggested Course Sequence:**

<b>TERM 1</b>	<b>TERM 2</b>	<b>TERM 3</b>	<b>TERM 4</b>	<b>Term 5</b>
BA 311	MKTG 340U	MKTG 363	MKTG 441	MKTG 443
BA 301		MKTG 460	MKTG 442	

**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](http://pdx.edu/sba/academic-career-advising)**