

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) (not offered during the 2021-2022 academic year)

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

**Offered infrequently

<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:

FALL	WINTER	SPRING	SUMMER – condensed term
MKTG 340U (Day)	MKTG 340U (Day)	MKTG 340U (Day/Night-Hybrid)	MKTG 340U
MKTG 363 (Day/Night)	MKTG 363 (Day)	MKTG 363 (Night/Online)	MKTG 363
MKTG 441 (Day)	MKTG 441 (Day)	MKTG 441 (Day)	
MKTG 442 (Day)	MKTG 442 (Day)	MKTG 442 (Day)	
	MKTG 443 (Day)	MKTG 443 (Day)	
MKTG 460 (Day/Night-Hybrid)	MKTG 460 (Day/Night/Online)	MKTG 460 (Night)	MKTG 460
MKTG 440* (Day)	MKTG 440* (Hybrid)	MKTG 440* (Hybrid)	
MKTG 448 (Day/Night-Hybrid)	MKTG 448 (Day)	MKTG 448 (Day)	

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

Suggested Course Sequence:

<u>TERM 1</u>	<u>TERM 2</u>	<u>TERM 3</u>	<u>TERM 4</u>	<u>Term 5</u>
BA 311	MKTG 363	MKTG 340U	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, visit pdx.edu/business/undergrad-advising