

Athletic and Outdoor Certificate



The School of Business

PORTLAND STATE UNIVERSITY

A minimum of 20 credits as follows:

- MKTG 338U – Professional Selling (4)
- MKTG 375 – Retailing (4)
- MKTG 436 – Competitive Dynamics in the Athletic and Outdoor Industry (4)
- MKTG 437 – Product Management in the Athletic and Outdoor Industry (4) *
- Select one elective (4)
 - GSCM 429 – Transportation and Logistics Management (4)
 - GSCM 439 – Purchasing and Supply Chain Management (4)

*By application. Preference will be given to A&O Certificate students.

COURSE	PREREQUISITE
MKTG 338U	None
MKTG 375	BA 311
MKTG 436	BA 311
MKTG 437*	BA 311, by application
GSCM 429	BA 339, BA 303, BA 301
GSCM 439	BA 339, BA 303, BA 301

To learn more, visit pdx.edu/business/academics/programs/undergraduate/athletic-and-outdoor-industry

Contact Jennifer Nolfi, Director of Athletic and Outdoor Industry program, at jnolfi@pdx.edu or call 503-725-9805

Students are encouraged to declare the A&O Certificate in Banweb – Student Services – Change Academic Program – add certificate in the Secondary Major section

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

Athletic and Outdoor Industry Certificate courses tend to be offered:

FALL	WINTER	SPRING	SUMMER – Summer courses are taught in a condensed time period
MKTG 338U (Day/Night)	MKTG 338U (Day/Night-Hybrid)	MKTG 338U (Day)	MKTG 338U
	MKTG 375 (Night-Hybrid)	MKTG 375 (Online)	
	MKTG 436 (Night)		MKTG 436
		MKTG 437 (Night)*	MKTG 437*
GSCM 429 (Online)	GSCM 429 (Day/Online)		
GSCM 439 (Night)	GSCM 439 (Night/Online)	GSCM 439 (Online)	

Suggested Course Sequence:

<u>TERM 1 – Fall</u>	<u>TERM 2 – Winter</u>	<u>TERM 3 – Spring</u>
MKTG 338U	MKTG 436 Elective	MKTG 437 MKTG 375

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 visit pdx.edu/business/undergrad-advising

Please note that certificate candidates must either hold a bachelor's degree in business or earn one concurrently with the certificate. There are additional requirements needed to earn a degree and/or certificate, please utilize the School of Business advising guide and the Degree Audit Reporting System (DARS) for more details.