

# 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)\*\* (not offered 21-22 academic year)

\*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

<b>COURSE</b>	<b>PREREQUISITE</b>
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:**

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

**\*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 visit [pdx.edu/business/undergrad-advising](http://pdx.edu/business/undergrad-advising)