



# 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) <sup>A, B</sup>
  - MKTG 375 – Retailing (4) <sup>A, B</sup>
  - MKTG 376 – International Business and Trade Practices (4)
  - MKTG 409 – Food Industry Practicum (Internship) (4) <sup>A</sup>
  - MKTG 435 – Consumer Package Goods Marketing (4) <sup>A</sup>
  - MKTG 436 – Competitive Dynamics in the Athletic and Outdoor Industry (4) <sup>B</sup>
  - MKTG 437 – Channel Management in the Athletic and Outdoor Industry (4) <sup>B\*</sup>
  - MKTG 441 – Media Strategy (4)
  - MKTG 442 – Creative Strategy (4)
  - MKTG 466 – International Marketing (4)
  - MKTG 467 – Sales Management (4) <sup>A, B</sup>

<sup>A</sup> These electives can be applied toward the Food, Beverage, and Goods Leadership Certificate

<sup>B</sup> These electives can be applied toward the Athletic & Outdoor Certificate

\*Application Required, link in course description in Banweb Registration Hub

<b>COURSE</b>	<b>PREREQUISITE</b>
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 <sup>A, B</sup>	none

<b>COURSE</b>	<b>PREREQUISITE</b>
MKTG 375 <sup>A</sup>	BA 311
MKTG 376	none
MKTG 435 <sup>A</sup>	BA 311 or BA 339
MKTG 436 <sup>B</sup>	BA 311
MKTG 437 <sup>B*</sup>	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:**

<b>FALL</b>	<b>WINTER</b>	<b>SPRING</b>	<b>SUMMER – condensed term</b>
MKTG 363 (Day/Night)	MKTG 363 (Day)	MKTG 363 (Night/Online)	MKTG 363
MKTG 448 (Day/Night-Hybrid)	MKTG 448 (Day)	MKTG 448 (Day)	
MKTG 460 (Day/Night-Hybrid)	MKTG 460 (Day/Night/Online)	MKTG 460 (Night)	MKTG 460
MKTG 462 (Night-Hybrid)	MKTG 462 (Night)	MKTG 462 (Online)	
MKTG 464 (Day/Night)	MKTG 464 (Day/Night)	MKTG 464 (Day)	MKTG 464
MKTG 338U (Day/Night)	MKTG 338U (Day/Night-Hybrid)	MKTG 338U (Day)	MKTG 338U
MKTG 340U (Day)	MKTG 340U (Day)	MKTG 340U (Day/Night-Hybrid)	MKTG 340U
	MKTG 375 (Night-Hybrid)	MKTG 375 (Online)	
MKTG 376 (Night)	MKTG 376 (Night)		
MKTG 435 (Night-Hybrid)			
	MKTG 436 (Night)		MKTG 436
		MKTG 437 (Night)	MKTG 437
		MKTG 466 (Online)	

**Suggested Course Sequence:**

<u>TERM 1</u>	<u>TERM 2</u>	<u>TERM 3</u>	<u>TERM 4</u>
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 visit [pdx.edu/business/undergrad-advising](http://pdx.edu/business/undergrad-advising)**