



# Advertising

## A minimum of 24 credits as follows:

- MKTG 340U – Advertising (4)
- MKTG 363 – Consumer Behavior and Customer Satisfaction (4)
- MKTG 441 – Channel Management in the Athletic & Outdoor Industry (4)
- MKTG 442 – Media Strategy (4)
- MKTG 460 – Marketing Research (4)

## Recommended Optional Electives:

- MKTG 440 – FIR NW Student Advertising Agency (4)
- MKTG 448 – Digital Media Analytics (4)
- MKTG 449 – Portfolio Workshop (2) (not offered during the 2021-2022 academic year)

Two terms of MKTG 440 (8cr) can be substituted for MKTG 443 (4cr) requirement, and requires an application.

## Course Prerequisites

Course	Prerequisite
MKTG 340U	None
MKTG 363	BA 311
MKTG 441	MKTG 340U
MKTG 442	MKTG 340U
MKTG 443	MKTG 441, MKTG 442
MKTG 460	BA 311
MKTG 440	By Application
MKTG 448	BA 311
MKTG 449	BA 311 & MKTG 340U recommended

## Course Offerings

Advertising course offerings are not guaranteed and may vary by time and term.

Fall	Winter	Spring	Summer
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)	

## Suggested Course Sequence

Term 1	Term 2	Term 3	Term 4
BA 301	MKTG 363	MKTG 441	MKTG 443
BA 311	MKTG 460	MKTG 442	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

<https://www.pdx.edu/business/undergrad-advising>