



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 Advertising Agency (4)
 - MKTG 443 – Advertising Campaigns
 - MKTG 449 – Portfolio Workshop (not offered 2021-2022 academic year)

BA 316U and MKTG 340U count toward the Design Thinking/Innovation/Entrepreneurship Junior Cluster

MKTG 340U also counts toward the Popular Culture Junior Cluster

MKTG 440 and MKTG 449 are by application only

Course Prerequisites

Course	Prerequisite
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 443, By application

Course Offerings

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

Fall	Winter	Spring	Summer
BA 101 (Day/Night/Online)	BA 101 (Day/Night/Online)	BA 101 (Day/Online)	BA 101

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 440 (Day)	MKTG 440 (Hybrid)	MKTG 440 (Hybrid)	MKTG 440 (Day)
	MKTG 443 (Day)	MKTG 443 (Day)	

Suggested Course Sequence

Term 1	Term 2	Term 3	Term 4
BA 101	BA 316U	MKTG 442	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 <https://www.pdx.edu/business/undergrad-advising>