The School of Business
PORTLAND STATE UNIVERSITY

Advertising Management

2026 - 2027 Academic Year

A minimum of 24 credits as follows:

- MKTG 340U – Advertising (4)
- MKTG 441 – Media Strategy (4)
- MKTG 442 – Creative Strategy (4)
- MKTG 443 – Advertising Campaigns (4)
- MKTG 360 – Marketing Research (4) - previously MKTG 460

Approved Electives (4)

- MKTG 363 – Consumer Behavior and Customer Satisfaction (4)
- MKTG 410 - Branding Essentials (4) (will change to MKTG 434)
- MKTG 440 – Student Work Student Advertising Agency (4)
- MKTG 434 – Branding Essentials (4)
- MKTG 444 – Advertising Account Management (4)
- MKTG 462 – Marketing Analytics (4)
- MKTG 449 – Portfolio Workshop (2)

Two terms of MKTG 440 (8cr) can be substituted for MKTG 443 (4cr) requirement. Requires an application. Contact Marc Moran for information (marcm@pdx.edu).

Explore a double major in Marketing and Advertising. Check in with your advisor about degree requirements. Classes for double major are: MKTG 340U, 360, 363, 441, 442, 443, 448, 462, 464 & 8 credits of MKTG electives. 44 credits total

Course Prerequisites

Course	Prerequisite
MKTG 340U	None
MKTG 363	BA 311
MKTG 410 (will change to MKTG 434)	Recommended BA 311
MKTG 441	MKTG 340U
MKTG 442	MKTG 340U
MKTG 443	MKTG 340U, MKTG 441, MKTG 442
MKTG 444	MKTG 340U
MKTG 360	BA 311
MKTG 440	By Application

MKTG 449	BA 311 & MKTG 340U
MKTG 462	BA 311 & BA 325 or 350

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

Summer 2026	Fall 2026	Winter 2027	Spring 2027
	MKTG 340U (Day, OL)	MKTG 340U (Day, OL)	MKTG 340U (Day)
	MKTG 360 (Day, OL)	MKTG 360 (Day, OL)	MKTG 360 (OL)
	MKTG 363 (Day)	MKTG 363 (Day, HB)	MKTG 363 (Day, OL)
	MKTG 410 (Day)	MKTG 410 (Day)	MKTG 410 (Day)
MKTG 440 (HB)	MKTG 440 (HB)	MKTG 440 (HB)	MKTG 440 (HB)
		MKTG 441 (Day)	MKTG 441 (Day)
	MKTG 442 (Day)	MKTG 442 (Day)	
			MKTG 443 (Day)
			MKTG 444 (Day)
		MKTG 449 (Day)	MKTG 449 (Day)
	MKTG 462 (Day, OL)	MKTG 462 (Day, OL)	MKTG 462 (OL)

Suggested Course Sequence

Term 1	Term 2	Term 3	Term 4
BA 311	MKTG 363	MKTG 441	MKTG 443
MKTG 340U	MKTG 360	MKTG 442	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/advising/business-pathway