



# Advertising Management

2024 - 2025 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 460 – Marketing Research (4)
  
- Approved Electives (4)
  - MKTG 363 – Consumer Behavior and Customer Satisfaction (4)
  - MKTG 440 – FIR NW Student Advertising Agency (4)
  - MKTG 444 – Advertising Account Management (4)
  - MKTG 448 – Digital Media Analytics (4)
  - MKTG 449 – Portfolio Workshop (2)

Two terms of MKTG 440 (8cr) can be substituted for MKTG 443 (4cr) requirement, and requires an application. Please contact Marc Moran for information about MKTG 440 ([marcm@pdx.edu](mailto:marcm@pdx.edu)).

If you are double majoring in Advertising and Marketing, check in with your advisor about degree requirements.

## 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 444	MKTG 340U
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.

Summer 2024	Fall 2024	Winter 2025	Spring 2025	Summer 2025
	MKTG 340U (Day/Online)	MKTG 340U (Day/Online)	MKTG 340U (Day)	
MKTG 363	MKTG 363 (Day)	MKTG 363 (Day-Hybrid/Online)	MKTG 363 (Day/Online)	
	MKTG 441 (In Person)	MKTG 441 ((In Person)	MKTG 441 (In Person)	
	MKTG 442 (In Person)	MKTG 442 (In Person)	MKTG 442 (In Person)	
		MKTG 443 (In Person)	MKTG 443 (In Person)	
	MKTG 460 (Day/Online)	MKTG 460 (Online)	MKTG 460 (Online)	
MKTG 440 (Day-Hybrid)	MKTG 440 (Day-Hybrid)	MKTG 440 (Day-Hybrid)	MKTG 440 (Day-Hybrid)	MKTG 440 (Day-Hybrid)
	MKTG 448 (Online)	MKTG 448 (Online)	MKTG 448 (Day)	
		MKTG 449 (Day-Fri/Sat/Sun)	MKTG 449 (Day- Fri/Sat/Sun)	

## Suggested Course Sequence

Term 1	Term 2	Term 3	Term 4	Term 5
BA 301	MKTG 340U	MKTG 363	MKTG 441	MKTG 443
BA 311		MKTG 460	MKTG 442	

Explore a double major in Marketing and Advertising:

- Classes for double major are: MKTG 340U, 363, 441, 442, 443, 448, 460, 462, 464, 8 credits of MKTG electives. 44 credits total

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>