



Marketing

2025 - 2026 Academic Year

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)
 - MKTG 375 – Retailing (4)
 - MKTG 376 – International Business and Trade Practices (4)
 - MKTG 435 – Consumer Packaged Goods Marketing (4)
 - MKTG 436 – Athletic and Outdoor Marketing (4)
 - MKTG 437 – Competitive Dynamics in the Athletic & Outdoor Industry (4)
 - MKTG 441 – Media Strategy (4)
 - MKTG 442 – Creative Strategy (4)
 - MKTG 466 – International Marketing (4)
 - MKTG 467 – Sales Management (4)

Some of these electives can be applied toward the Food, Beverage, and Goods Leadership Certificate and the Athletic and Outdoor Certificate. Contact your business advisor for more details.

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

Course Prerequisites

| Course | Prerequisite |
|-----------|----------------|
| 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 | None |
| MKTG 375 | BA 311 |

| | |
|----------|---------------------------|
| MKTG 376 | None |
| MKTG 435 | BA 311 or BA 339 |
| MKTG 436 | BA 311 |
| MKTG 437 | BA 311 and By Application |
| MKTG 441 | MKTG 340U |
| MKTG 442 | MKTG 340U |
| MKTG 466 | BA 311 |

Course Offerings

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

| Summer 2025 | Fall 2025 | Winter 2026 | Spring 2026 | Summer 2026 |
|----------------------|---------------------------|---------------------------------|---------------------------------|-------------|
| | MKTG 363 (Online) | MKTG 363 (Day-Hybrid/Online) | MKTG 363 (Day/Online) | Coming soon |
| | MKTG 448 (Day/Online) | MKTG 448 (Day/Online) | MKTG 448 (Day/Online) | |
| | MKTG 460 (Day/Online) | MKTG 460 (Day/Online) | MKTG 460 (Online) | |
| MKTG 462 (Online) | MKTG 462 (Day-Hybrid) | MKTG 462 (Day-Hybrid/Online) | MKTG 462 (Day-Hybrid) | |
| MKTG 464 (Online) | MKTG 464 (Online) | MKTG 464 (Online) | MKTG 464 (Day/Online) | |
| | MKTG 338U (Day) | MKTG 338U (Day) | MKTG 338U (Day/Night-Hybrid) | |
| | MKTG 340U (Day/Online) | MKTG 340U (Day/Online) | MKTG 340U (Day) | |
| | | MKTG 375 (Online) | MKTG 375 (Online) | |
| | | | | |
| | MKTG 376 (Online) | | | |
| | MKTG 441 (In Person) | MKTG 441 (In Person) | | |
| | MKTG 442 (In Person) | MKTG 442 (In Person) | MKTG 442 (In Person) | |
| | MKTG 435 (Online) | | | |
| | | MKTG 436 (Night) | | |
| | | | MKTG 437 (Night) | |

Suggested Course Sequence

| Term 1 | Term 2 | Term 3 | Term 4 |
|--------|----------|---------------|---------------|
| BA 301 | MKTG 363 | MKTG 460 | MKTG 464 |
| BA 311 | MKTG 448 | MKTG 462 | MKTG Elective |
| | | MKTG Elective | |

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>