The School of Business
PORTLAND STATE UNIVERSITY

Athletic and Outdoor Certificate

2026-2027

Open to business majors only

A minimum of 16 credits as follows:

- BA 316U - Essentials of Marketing for Non-Business Majors (4) or BA 311
- MKTG 436 – Competitive Dynamics in the Athletic & Outdoor Industry (4)
- MKTG 437 – Product Management in the Athletic and Outdoor Industry (4)
- Approved Electives (select 1 course)
  - MKTG 338U - Professional Selling (4)
  - MKTG 375 - Retailing (4)
  - MKTG 467 - Sales Management (4)
  - GSCM 429 – Transportation and Logistics Management (4) or; GSCM 439 – Purchasing and Supply Chain Management (4)

Course Prerequisites

Course	Prerequisite
BA 316U	None
MKTG 338U	None
MKTG 375	BA 316U or BA 311
MKTG 436	BA 316U or BA 311
MKTG 437	BA 316U or BA 311
GSCM 429	BA 339
GSCM 439	BA 339

Course Offerings

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

Marketing winter and spring term course scheduling is in progress. Please check in with your academic advisor if you have questions about winter and spring term course planning.

Fall 2026	Winter 2027	Spring 2027	Summer 2027
BA 316U (Day/Online)	BA 316U (Day)	BA 316U (Night)	
MKTG 338U (In Person)	MKTG 338U (In person)	MKTG 338U (In person/hybrid)	TBD
	MKTG 375 (Hybrid)	MKTG 375 (Online)	
	MKTG 436 (In Person)		
		MKTG 437 (In Person)	

GSCM 429 (Online)	GSCM 429 (In person)		
GSCM 439 (In Person)		GSCM 439 (Online)	

Suggested Course Sequence

Term 1	Term 2	Term 3
MKTG 316U or BA 311	MKTG 436	MKTG 437
	Elective	Or Elective

To learn more, visit
https://www.pdx.edu/academics/programs/undergraduate/athletic-and-outdoor-industry

Contact Lindsey Morse, Executive Director, Center for Retail Leadership, Athletic and Outdoor Industry Certificate, at lindseym@pdx.edu

Students are encouraged to declare the A&O Certificate in Banweb – Student Services – Change Academic Program – add the certificate in the Secondary Major section.

To schedule an appointment with your advisor visit
https://www.pdx.edu/advising/business-pathway