



# Athletic and Outdoor Certificate

## A minimum of 20 credits as follows:

- MKTG 338U – Professional Selling (4)
- MKTG 375 – Retailing (4)
- MKTG 436 – Competitive Dynamics in the Athletic & Outdoor Industry (4)
- MKTG 437 – Product Management in the Athletic and Outdoor Industry (4)
- Approved Electives (4)
  - GSCM 429 – Transportation and Logistics Management (4)
  - GSCM 439 – Purchasing and Supply Chain Management (4)

## Course Prerequisites

Course	Prerequisite
MKTG 338U	None
MKTG 375	BA 316U
MKTG 436	BA 316U
MKTG 437	BA 316U
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	Winter	Spring	Summer
MKTG 338U (Day/Night-Hybrid )	MKTG 338U	MKTG 338U	
	MKTG 375	MKTG 375	<b>Summer Course Offerings Coming Soon</b>
	MKTG 436		
		MKTG 437	
GSCM 429 (Day/Online)	GSCM 429 (Day/Online)		
GSCM 439 (Day)	GSCM 439 (Online)	GSCM 439 (Day)	

## Suggested Course Sequence

Term 1	Term 2	Term 3
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MKTG 338U	MKTG 436	MKTG 437
	Elective	MKTG 375

To learn more, visit

<https://www.pdx.edu/academics/programs/undergraduate/athletic-and-outdoor-industry>

Contact Lindsey Morse, Director of Athletic and Outdoor Industry program, at [lindseym@pdx.edu](mailto:lindseym@pdx.edu)

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

To schedule an appointment with your advisor visit

<https://www.pdx.edu/advising/business-pathway>