



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	Summer Course Offerings Coming Soon
	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

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>