

MARKETING

Requirements for students admitted to the major during the 2019-20 Academic Year

34 credits total. All major courses are 4 credits each unless otherwise noted.				
*Courses and availability are subject to change.				
		Term Available		
REQUIRED MARKETING COURSES (24 credits)	PREREQS	Fall	Winter	Spring
MRKT 390 Building & Managing Products, Services & Brands	<ul style="list-style-type: none"> • BA 223 or BA 390 w/ C or better • Junior standing 	✓	✓	
MRKT 396 Fundamentals of Marketing Research	<ul style="list-style-type: none"> • BA 275 • BA 223 or 390 w/ C or better • Junior standing 	✓ ^e		✓
MRKT 489 Personal Selling Skills & Techniques	<ul style="list-style-type: none"> • BA 223 or BA 390 or MRKT 390 w/ C or better • Junior standing 	✓	✓	✓
MRKT 492 Consumer Behavior	<ul style="list-style-type: none"> • BA 223 or BA 390 or MRKT 390 w/ C or better • Senior standing 	✓ ^e		✓ ^e
MRKT 499 Marketing Strategy	<ul style="list-style-type: none"> • MRKT 396 w/ C or better • Senior standing 		✓	✓
Plus courses from one of the four Marketing Specializations listed below (courses listed on page 2)				
<p>The Marketing Program in the College of Business offers a Marketing Major that provides a broad background in marketing with the opportunity to specialize in one of the following marketing-related areas: Marketing Management, Marketing & Digital Communications, Consumer Insights, and Professional Sales & Personal Selling.</p> <p>Things to note:</p> <ul style="list-style-type: none"> • Students cannot mix and match classes from multiple specialization areas. • When a specialization is chosen, students should complete all courses in that specialization in order to graduate. • Supplemental courses are just recommendations to broaden your scope of the material. However, they may not be substituted for any course that is part of the required curriculum. • Each specialization requires a 2 credit experiential activity - talk to your advisor about fulfilling this requirement. <p>A full description of each specialization may be referenced on page 2.</p>				
<ul style="list-style-type: none"> • ✓ = course offered on campus that term. • ^e = course offered online that term. • All pre-req course work must be completed with a C- or higher unless otherwise noted. • Plan to take BA 223 or BA 390 (prereq to most of the courses above) early in sophomore or junior year. You must earn a C or higher to take subsequent MRKT classes. • BA 403, 405, 406, 410 are included in all specializations and require completion of a form and pre-approval prior to enrollment. BA 348 and BA 349 are required classes for the International Exchange program - a separate application is required to apply for that program. • Check MyDegrees for your specific program requirements which may differ from classes listed above. • In addition to courses listed above complete all COB Core requirements as listed at http://business.oregonstate.edu/advising/pre-business-majors/pre-business-pro-school-core-courses 				

PICK ONE SPECIALIZATION BELOW

Marketing Management Specialization (14 Credits) - Choose 3 from the following		Fall	Winter	Spring
MRKT 488 Personal Selling	<ul style="list-style-type: none"> • BA 223/390 or MRKT 390 w/C or better • Junior standing 		✓ ^e	✓
MRKT 484 Digital Media & Marketing Integration	<ul style="list-style-type: none"> • BA 223/390 or MRKT 390 w/C or better • Senior standing 	✓ ^e		
MRKT 485 Search Engine Marketing	<ul style="list-style-type: none"> • BA 223/390 or MRKT 390 w/C or better • Senior standing 		✓ ^e	
MRKT 486 Customer Relationship Management	<ul style="list-style-type: none"> • MRKT 396 • Senior standing 	✓ ^e		✓
MRKT 491 Qualitative Research Methods	<ul style="list-style-type: none"> • BA 223/390 or MRKT 390 w/C or better • Senior standing 		✓ ^e	
MRKT 493 Integrated Marketing Communications	<ul style="list-style-type: none"> • BA 223/390 or MRKT 390 w/ C or better • Senior standing 	✓ ^e	✓	
MRKT 495 Retail Management	<ul style="list-style-type: none"> • BA 223/390 or MRKT 390 w/ C or better • Senior standing 	✓	^e	
MRKT 496 Marketing Research Practicum	<ul style="list-style-type: none"> • MRKT 396 w/ C or better • Senior standing 		✓	^e
MRKT 497 Global Marketing	<ul style="list-style-type: none"> • BA 347 • BA 223/390 or MRKT 390 w/C or better • Senior standing 			✓
MRKT 498 Services Marketing	<ul style="list-style-type: none"> • BA 223/390 or MRKT 390 w/C or better • Senior standing 		^e	
<i>Plus one of the following for two credits</i>				
BA 403 or 405 or 406 or 410 or (BA 348 and BA 349) (2 credits)	Departmental Approval	✓	✓	✓
Marketing and Digital Communications Specialization (14 credits)				
MRKT 484 Digital Media and Marketing Integration	<ul style="list-style-type: none"> • BA 223/390 or MRKT 390 w/C or better • Senior standing 	✓ ^e		
MRKT 485 Search Engine Marketing	<ul style="list-style-type: none"> • BA 223/390 or MRKT 390 w/C or better • Senior standing 		✓ ^e	
MRKT 493 Integrated Marketing Communications	<ul style="list-style-type: none"> • BA 223/390 or MRKT 390 w/ C or better • Senior standing 	✓ ^e	✓	
BA 403 or 405 or 406 or 410 or (BA 348 and BA 349) (2 credits)	• Departmental Approval	✓	✓	✓
Consumer Insights Specialization (14 Credits) Choose 3 from the following:				
BA 481 Introduction to Business Analytics	<ul style="list-style-type: none"> • Senior standing 	✓ ^e		
MRKT 486 Customer Relationship Management	<ul style="list-style-type: none"> • MRKT 396 • Senior standing 	✓ ^e		✓
MRKT 491 Qualitative Research Methods	<ul style="list-style-type: none"> • BA 223/390 or MRKT 390 w/C or better • Senior standing 		✓ ^e	
MRKT 496 Marketing Research Practicum	<ul style="list-style-type: none"> • MRKT 396 w/ C or better • Senior standing 		✓	^e
<i>Plus one of the following for two credits</i>				
BA 403 or 405 or 406 or 410 or (BA 348 and BA 349) (2 credits)	• Departmental Approval	✓	✓	✓
Professional Sales and Personal Selling Specialization (14 Credits)				
MRKT 488 Personal Selling	<ul style="list-style-type: none"> • BA 390/223 or MRKT 390 w/ C or better • Junior Standing 		✓ ^e	✓
MRKT 486 Customer Relationship Management	<ul style="list-style-type: none"> • MRKT 396 • Senior standing 	✓ ^e		✓
MGMT 455 Influence and Negotiation	<ul style="list-style-type: none"> • BA 352 w/ C or better • Senior Standing 	✓	✓ ^e	✓
BA 403 or 405 or 406 or 410 or (BA 348 and BA 349) (2 credits)	• Departmental Approval	✓	✓	✓

MARKETING

CAREER INFORMATION

Employment

Marketing Management Specialization

Opportunities exist for marketing graduates in a wide variety of organizations, including manufacturing firms, service firms, retailers, wholesalers, advertising agencies, the media and government agencies. Career options include retail, brand management, logistics management, purchasing management and more.

Consumer Insights Specialization

In order to help companies develop successful marketing strategies (e.g., branding, communication, sales, product design, pricing), companies must be able to understand their marketing environment and what consumers want, why they want it, and how they acquire, use, and dispose of products. The goal is to use consumer insights to drive marketing strategy. The *Consumer Insights Specialization* provides students with the skills and knowledge to quantitatively and qualitatively understand consumers in order to make effective marketing decisions.

Marketing and Digital Communications Specialization

Great companies thrive when they develop innovative products and services and communicate those ideas to consumers in compelling ways. Through a combination of marketing communications tools, including advertising, public relations, sponsorship, and sales promotions, digital marketing, and design thinking, the *Marketing and Digital Communications Specialization* provides students with the skills and knowledge to develop and communicate an effective product and brand strategy.

Professional Sales and Personal Selling Specialization

Successful Business practice involves growing business and retaining customers through building, developing, maintaining, and enhancing long-term relationships so that the customer and the company both receive value. Salespeople play a key role in relationship management and are often the primary connection between buyer and seller. The *Professional Sales and Personal Selling Specialization* provides students with the skills and knowledge to successfully influence and manage complex business relationships

Student Organizations

American Marketing Association at Oregon State University
Sales Club & Sales Academy

Skills Needed for Career Field

Judgment and decision making	Critical thinking	Operational analysis	Consulting
Persuasion	Active learning	Social perceptiveness	

Possible Careers

Marketing manager	Social media marketer	Account executive
Public relations specialist	Product manager	Sales manager
Business intelligence analysts	Development managers	Brand manager
Advertising and promotion managers		

Where Graduates Work

Odom
Enterprise
Nike
Adidas
Columbia Sportswear
Disney
Intel
Amazon
Target