

MARKETING OPTION

This option is offered within the following major(s):

- Business Administration - College of Business (<http://catalog.oregonstate.edu/college-departments/business/business-administration-ba-bs-hba-hbs>)

Available only via Ecampus.

The Marketing option, within the Business Administration (BA) undergraduate major, provides students with a solid mastery of marketing concepts and methods.

Code	Title	Hours
Required Courses		
BA 290	INTRODUCTION TO CAREERS IN MARKETING	3
MRKT 396	FUNDAMENTALS OF MARKETING RESEARCH ¹	4
MRKT 486	CUSTOMER RELATIONSHIP MANAGEMENT (Currently under development for online delivery)	4
MRKT 492	CONSUMER BEHAVIOR ¹	4
MRKT 493	INTEGRATED MARKETING COMMUNICATIONS ¹	4
MRKT 495	RETAIL MANAGEMENT (Currently under development for online delivery)	4
Total Hours		23

¹ Currently offered online through Ecampus

Option Code: 753