

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.

Option Code: 753

Code	Title	Credits
Required Courses		
BA 290	INTRODUCTION TO CAREERS IN MARKETING	3
MRKT 396	FUNDAMENTALS OF MARKETING RESEARCH	4
MRKT 486	CUSTOMER RELATIONSHIP MANAGEMENT	4
MRKT 492	CONSUMER BEHAVIOR	4
MRKT 493	INTEGRATED MARKETING COMMUNICATIONS	4
MRKT 495	RETAIL MANAGEMENT	4
Total Credits		23

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