MARKETING GRADUATE OPTION

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

- Business Administration - College of Business (http://catalog.oregonstate.edu/college-departments/business/business-administration-mba-phd/)

Also available via Ecampus.

Marketing is the science of identifying, measuring, and satisfying the demand of a market and is the key driver of firm strategy and the marketing perspective requires managers to consider every interaction the customer has with the company. Marketing students learn to incorporate customer insights and innovative problem-solving to develop and communicate marketing strategy in the digital age. OSU’s Marketing MBA emphasizes marketing theory and application, strategic thinking, and sustainable and ethical decision-making. The Marketing (MRKT) option prepares students for careers in digital marketing and multinational marketing at entities including Fortune 500 companies and other for-profit businesses, government, and non-governmental entities with “in-house” market research departments.

Option Code: 2054

This option requires 60 credit hours of coursework including 15 credit hours of Business Foundations (Core 1) coursework, 27 credit hours of general MBA coursework (Core 2), and 18 credit hours of marketing coursework. Students will complete a comprehensive option capstone project in MRKT 592.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Core 1 (15 credits)</td>
<td></td>
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<tr>
<td>BA 513</td>
<td>BUSINESS LEGAL ENVIRONMENT</td>
<td>3</td>
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<tr>
<td>BA 514</td>
<td>OPERATIONS MANAGEMENT</td>
<td>3</td>
</tr>
<tr>
<td>BA 515</td>
<td>MANAGERIAL DECISION TOOLS</td>
<td>3</td>
</tr>
<tr>
<td>BA 516</td>
<td>CREATING VALUE IN EXCHANGE</td>
<td>3</td>
</tr>
<tr>
<td>BA 517</td>
<td>MARKETS AND VALUATION</td>
<td>3</td>
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<tr>
<td>Note: Core-1 requirements may be waived if a candidate has a recent undergraduate major in business, or has completed equivalent coursework within an undergraduate business minor.</td>
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<tr>
<td>Core 2 (27 credits)</td>
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<tr>
<td>BA 528</td>
<td>FINANCIAL AND COST ANALYSIS</td>
<td>3</td>
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<tr>
<td>BA 540</td>
<td>CORPORATE FINANCE</td>
<td>3</td>
</tr>
<tr>
<td>BA 550</td>
<td>ORGANIZATION LEADERSHIP AND MANAGEMENT</td>
<td>3</td>
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<tr>
<td>BA 555</td>
<td>PRACTICAL BUSINESS ANALYSIS</td>
<td>3</td>
</tr>
<tr>
<td>BA 561</td>
<td>SUPPLY CHAIN MANAGEMENT</td>
<td>3</td>
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<tr>
<td>BA 569</td>
<td>ADVANCED STRATEGIC MANAGEMENT</td>
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<tr>
<td>BA 572</td>
<td>ADVANCED INFORMATION SYSTEMS</td>
<td>3</td>
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<tr>
<td>BA 590</td>
<td>MARKETING MANAGEMENT</td>
<td>3</td>
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<tr>
<td>MGMT 559</td>
<td>MANAGING ETHICS AND CORPORATE SOCIAL RESPONSIBILITY</td>
<td>3</td>
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<td>Required Marketing Courses (6 credits)</td>
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<tr>
<td>MRKT 592</td>
<td>CONSUMER BEHAVIOR</td>
<td>3</td>
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<tr>
<td>MRKT 593</td>
<td>INTEGRATED MARKETING COMMUNICATIONS</td>
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<tr>
<td>Electives (minimum of 12 credits)</td>
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<tr>
<td>BA 510</td>
<td>BUSINESS INTERNSHIP</td>
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<tr>
<td>MRKT 484/MRKT 584</td>
<td>DIGITAL MARKETING PLATFORMS</td>
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<tr>
<td>MRKT 485/MRKT 585</td>
<td>SEARCH MARKETING</td>
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<td>Total Credits: 60</td>
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