

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 through 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.

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.

Code	Title	Hours
Core 1 (15 credits)		
BA 513	BUSINESS LEGAL ENVIRONMENT	3
BA 514	OPERATIONS MANAGEMENT	3
BA 515	MANAGERIAL DECISION TOOLS	3
BA 516	CREATING VALUE IN EXCHANGE	3
BA 517	MARKETS AND VALUATION	3
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.		
Core 2 (27 credits)		
BA 528	FINANCIAL AND COST ANALYSIS	3
BA 540	CORPORATE FINANCE	3
BA 550	ORGANIZATION LEADERSHIP AND MANAGEMENT	3
BA 555	PRACTICAL BUSINESS ANALYSIS	3
BA 561	SUPPLY CHAIN MANAGEMENT	3
BA 569	ADVANCED STRATEGIC MANAGEMENT	3
BA 572	ADVANCED INFORMATION SYSTEMS	3
BA 590	MARKETING MANAGEMENT	3
MGMT 559	MANAGING ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	3
Required Marketing Courses (6 credits)		
MRKT 592	CONSUMER BEHAVIOR	3
MRKT 593	INTEGRATED MARKETING COMMUNICATIONS	3
Electives (minimum of 12 credits)		12
BA 510	BUSINESS INTERNSHIP	

MRKT 484/ MRKT 584	DIGITAL MEDIA AND MARKETING INTEGRATION	
MRKT 485/ MRKT 585	SEARCH ENGINE MARKETING	
MRKT 486/ MRKT 586	CUSTOMER RELATIONSHIP MANAGEMENT	
MRKT 588	PERSONAL SELLING	
MRKT 589	PERSONAL SELLING SKILLS DEVELOPMENT	
MRKT 595	RETAIL MANAGEMENT	
MRKT 597	GLOBAL MARKETING	
Total Hours		60

Option Code: 2054