

# 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.

Code	Title	Credits
<b>Core 1 (15 credits)</b>		
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.		
<b>Core 2 (27 credits)</b>		
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
<b>Required Marketing Courses (6 credits)</b>		
MRKT 592	CONSUMER BEHAVIOR	3
MRKT 593	INTEGRATED MARKETING COMMUNICATIONS	3
<b>Electives (minimum of 12 credits)</b> <b>12</b>		
BA 510	BUSINESS INTERNSHIP	
MRKT 484/MRKT 584	DIGITAL MARKETING PLATFORMS	
MRKT 485/MRKT 585	SEARCH MARKETING	

MRKT 486/MRKT 586	CUSTOMER RELATIONSHIP MANAGEMENT
MRKT 588	PROFESSIONAL SALES
MRKT 589	PERSONAL SELLING SKILLS DEVELOPMENT
MRKT 595	RETAIL MANAGEMENT
MRKT 597	GLOBAL MARKETING
Total Credits	60

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