

# MARKETING UNDERGRADUATE MAJOR (BA, BS, HBA, HBS)

This major offers the following option(s):

- Dean's Academy (<http://catalog.oregonstate.edu/college-departments/business/marketing-ba-bs-hba-hbs/deans-academy-option/>)
- International Business (<http://catalog.oregonstate.edu/college-departments/business/marketing-ba-bs-hba-hbs/international-business-option/>)

Also available via Ecampus.

The marketing curriculum provides students with technical marketing skills and leadership training. Opportunities exist for marketing graduates in a wide variety of organizations, including manufacturing firms, service firms, retailers, wholesalers, advertising agencies, the communications media and government agencies. Career options (<http://business.oregonstate.edu/marketing/marketing-career-options/>) include sales, advertising, retailing, brand management, logistics management, market research, purchasing management and more.

The heart of marketing is matching supply and demand in a complex, advanced economy. Marketing consists of a sequence of activities: identifying customer needs, developing goods and services to satisfy those needs, communicating information about products to potential customers, and distributing the products to customers. In small firms, a few people must carry out all the marketing functions or activities. Large corporations, on the other hand, tend to hire people with specific potential or skills to fill more specialized job requirements.

Major Code: 799

- Recognize entrepreneurial opportunities for new business ventures and evaluate their potential for business success.
- Understand the implementation issues including financial, legal, operational and administrative procedures involved in starting new business ventures.
- Communicate effectively and professionally in business situations through physical or virtual presence, writing, speaking, listening, and electronic media.
- Demonstrate the ability to lead by using team building skills and facilitating collaborative behaviors in the accomplishment of group goals and objectives.
- Recognize basic concepts and theories related to business ethics and social responsibility.
- Demonstrate knowledge of the ethical behavior appropriate to specific business situations.
- Identify and analyze business problems and opportunities and formulate recommendations for courses of action.
- Use quantitative and qualitative tools and methodologies to support organizational decision making.
- Assess how organizations create value in their global supply chains through the integrated production and distribution of goods, services and information.

- Describe the concept of competitive advantage and how it may be achieved through strategic and tactical methods.
- Analyze the information content of organizational processes.
- Define markets and apply marketing concepts and principles using a customer focus to effectively sell products and services.
- Recognize and appropriately respond to ethical, legal and strategic concerns relating to human resource and organizational management.
- Make basic investment and financing decisions for a business using financial management concepts, and methods.

Marketing major requirements are divided into two parts – lower-division and upper-division. The lower-division business core program involves completion of courses within the first and second year (see core curriculum below) that build a solid foundation for the upper-division finance and business curricula. The lower-division business core course work may be completed at OSU or any accredited college or university that offers equivalent courses transferable to OSU.

Code	Title	Credits
<b>Summary of Requirements</b>		
<i>Lower-Division</i>		<i>66-69</i>
Business Core Classes (44-47)		
Marketing Class (4)		
Math, Economics, Writing and Communications (18) <sup>1</sup>		
<i>Upper-Division</i>		<i>70</i>
Business Core Classes (34)		
Marketing Courses (36)		
<i>University General Education Requirements</i>		<i>40</i>
<i>Unrestricted Electives</i>		<i>6-9</i>
<b>Total credits required for graduation</b>		<b>180</b>

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10 credits from lower-division course work satisfy University General Education Requirements.

## Marketing Program Requirements (180) Marketing Curriculum (38)

Code	Title	Credits
<b>Required Courses</b>		
BA 223	PRINCIPLES OF MARKETING	4
or BA 390	PRINCIPLES OF MARKETING	
MRKT 396	FUNDAMENTALS OF MARKETING RESEARCH	4
MRKT 323	ADVANCED APPLICATION OF MARKETING PRINCIPLES	4
MRKT 489	PERSONAL SELLING SKILLS AND TECHNIQUES	4
MRKT 492	CONSUMER BEHAVIOR	4
MRKT 499	MARKETING STRATEGY	4
<b>Marketing Specializations</b>		<b>14</b>
Select one of the following specializations:		
Consumer Insights Specialization		
Marketing and Digital Communication Specialization		
Professional Sales and Personal Selling Specialization		
Marketing Management		
Total Credits		38

## Marketing Specializations Consumer Insights Specialization

Code	Title	Credits
Select at least three of the following:		
BA 481	INTRODUCTION TO BUSINESS ANALYTICS	12
MRKT 486	CUSTOMER RELATIONSHIP MANAGEMENT	

MRKT 491	QUALITATIVE RESEARCH METHODS	
MRKT 496	MARKETING RESEARCH PRACTICUM	
Complete a thesis, directed readings, projects, internship or study abroad for 2 credits:		2
BA 403	THESIS	
BA 405	READING AND CONFERENCE	
BA 406	PROJECTS (e.g., C2C Participation)	
BA 410	BUSINESS INTERNSHIP	
BA 348 & BA 349	INTERNATIONAL EXCHANGE ORIENTATION and IMPACT OF CULTURE ON BUSINESS	
Total Credits		14

### Marketing and Digital Communication Specialization

Code	Title	Credits
Complete the following three courses:		
MRKT 484	DIGITAL MARKETING PLATFORMS	4
MRKT 485	SEARCH MARKETING	4
MRKT 493	INTEGRATED MARKETING COMMUNICATIONS	4
Complete a thesis, directed readings, projects, internship or study abroad:		2
BA 403	THESIS	
BA 405	READING AND CONFERENCE	
BA 406	PROJECTS	
BA 410	BUSINESS INTERNSHIP (e.g., Participate in DAM Chic or OSU Fashion Organization or Related Internship))	
BA 348 & BA 349	INTERNATIONAL EXCHANGE ORIENTATION and IMPACT OF CULTURE ON BUSINESS	
Total Credits		14

### Professional Sales and Personal Selling Specialization

Code	Title	Credits
Complete the following three courses:		
MGMT 455	INFLUENCE AND NEGOTIATION	4
MRKT 486	CUSTOMER RELATIONSHIP MANAGEMENT	4
MRKT 488	PROFESSIONAL SALES	4
Complete a thesis, directed readings, projects, internship or study abroad:		2
BA 403	THESIS	
BA 405	READING AND CONFERENCE	
BA 406	PROJECTS	
BA 410	BUSINESS INTERNSHIP (e.g., AIGA Participation or Related Internship)	
BA 348 & BA 349	INTERNATIONAL EXCHANGE ORIENTATION and IMPACT OF CULTURE ON BUSINESS	
Total Credits		14

### Marketing Management

Code	Title	Credits
Complete at least three of the following courses:		
MRKT 484	DIGITAL MARKETING PLATFORMS	
MRKT 485	SEARCH MARKETING	
MRKT 486	CUSTOMER RELATIONSHIP MANAGEMENT	
MRKT 488	PROFESSIONAL SALES	
MRKT 491	QUALITATIVE RESEARCH METHODS	
MRKT 493	INTEGRATED MARKETING COMMUNICATIONS	
MRKT 495	RETAIL MANAGEMENT	
MRKT 496	MARKETING RESEARCH PRACTICUM	
MRKT 497	GLOBAL MARKETING	
MRKT 498	SERVICES MARKETING	
Complete a thesis, directed readings, projects, internship or study abroad:		2
BA 403	THESIS	
BA 405	READING AND CONFERENCE	
BA 406	PROJECTS	
BA 410	BUSINESS INTERNSHIP	

BA 348 & BA 349	INTERNATIONAL EXCHANGE ORIENTATION and IMPACT OF CULTURE ON BUSINESS	
Total Credits		14

### Business Administration Core Curriculum

The business administration core curriculum provides students with a broad overview of business; basic skills in accounting and quantitative methods; an understanding of the legal and social environment of business; a background in management and organizational behavior, marketing, finance, and operations management; an understanding of the entrepreneurial process; and the opportunity to integrate course work and further develop decision-making skills through the analysis of business cases.

Code	Title	Credits
<b>Mathematics</b>		
Basic mathematics requirements:		
MTH 241	*CALCULUS FOR MANAGEMENT AND SOCIAL SCIENCE	4
<b>Economics</b>		
ECON 201	*INTRODUCTION TO MICROECONOMICS	4
ECON 202	*INTRODUCTION TO MACROECONOMICS	4
<b>Written and Oral Communication</b>		
Business students must also take:		
COMM 111	*PUBLIC SPEAKING	3
or COMM 114	*ARGUMENT AND CRITICAL DISCOURSE	
or COMM 218	*INTERPERSONAL COMMUNICATION	
WR 222	*ENGLISH COMPOSITION	3
or WR 323	*ENGLISH COMPOSITION	
or WR 327	*TECHNICAL WRITING	
<b>University General Requirements <sup>1</sup></b>		<b>40</b>
<b>Unrestricted Electives</b>		<b>6-9</b>

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MTH 241, ECON 201/ECON 202, WR 222, WR 323 or WR 327, and COMM 111, COMM 114 or COMM 218 meet the university's baccalaureate core requirements for mathematics, social processes and institutions, writing II, and speech, respectively. All students must meet the other baccalaureate core requirements and the other requirements for baccalaureate degrees. (See Earning a Degree at OSU.)

### Marketing

First Year	Credits	
Students entering OSU on the Corvallis campus as their first college experience are required to participate in Innovation Nation, the College of Business Living-Learning Community (LLC). These students, as well as students who transfer in the winter term into the marketing major from another college or university, will complete the following three-course sequence during their first year:	6-9	
BA 160	B-ENGAGED	
BA 161	INNOVATION NATION--AWARENESS TO ACTION	
BA 162	INNOVATION NATION--IDEAS TO REALITY	
All other students will complete the following course:		
BA 101	BUSINESS NOW	
All students should also complete:		
COMM 111	*PUBLIC SPEAKING	3
or COMM 114	or *ARGUMENT AND CRITICAL DISCOURSE	
or COMM 218	or *INTERPERSONAL COMMUNICATION	
MTH 241	*CALCULUS FOR MANAGEMENT AND SOCIAL SCIENCE	4
Bacc core, unrestricted electives (freshman and transfer students may only need 29 credits of Bacc Core and electives to reach a first year total of 45 credits)		31-32
Credits		44-48
<b>Second Year</b>		
All students should complete the following courses*: <sup>1</sup>		
BA 280	BUSINESS INSIGHTS (Transfer students only)	

BA 281	PROFESSIONAL DEVELOPMENT	3
BA 282	DRAFTING YOUR CAREER BLUEPRINT	1
BA 283	CREATIVITY, CULTURE, AND THE WORKPLACE	1
BA 284	FOUNDATIONS OF PERSONAL FINANCE I	1

\*Students who transfer from another college or university into the marketing major who have completed all lower-division business core course work should complete the following course:

BA 381	PERSONAL AND PROFESSIONAL DEVELOPMENT	
All second-year students should also complete:		
BA 211	FINANCIAL ACCOUNTING	4
BA 213	MANAGERIAL ACCOUNTING	4
BA 223	PRINCIPLES OF MARKETING	4
or BA 390	or PRINCIPLES OF MARKETING	
BA 230	BUSINESS LAW I	4
BA 240	FINANCE	4
or BA 360	or INTRODUCTION TO FINANCIAL MANAGEMENT	
BA 260	INTRODUCTION TO ENTREPRENEURSHIP	4
BA 270	BUSINESS PROCESS MANAGEMENT	4
BA 275	FOUNDATIONS OF STATISTICAL INFERENCE	4
ECON 201	*INTRODUCTION TO MICROECONOMICS	4
ECON 202	*INTRODUCTION TO MACROECONOMICS	4

Credits 46

<b>Third Year</b>		
MRKT 396	FUNDAMENTALS OF MARKETING RESEARCH	4
MRKT 323	ADVANCED APPLICATION OF MARKETING PRINCIPLES	4

Business Core

BA 311	FRAMING YOUR CAREER PLAN	1
BA 312	FOUNDATIONS OF PERSONAL FINANCE II	1
BA 313	THE ORANGE AND BLACK CASE COMPETITION	1
BA 347	INTERNATIONAL BUSINESS	4
BA 352	MANAGING INDIVIDUAL AND TEAM PERFORMANCE	4
BA 354	*MANAGING ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	4
BA 357	OPERATIONS MANAGEMENT	4
BA 375	APPLIED QUANTITATIVE METHODS	4
WR 222	*ENGLISH COMPOSITION	3
or WR 323	or *ENGLISH COMPOSITION	
or WR 327	or *TECHNICAL WRITING	

Baccalaureate core, minor, option or unrestricted electives

Credits 45

**Fourth Year**

MRKT 489	PERSONAL SELLING SKILLS AND TECHNIQUES	4
MRKT 492	CONSUMER BEHAVIOR	4
MRKT 499	MARKETING STRATEGY	4

Complete at least three of the following courses for 12 credits, depending on specialization selected:

MRKT 484	DIGITAL MARKETING PLATFORMS	
MRKT 485	SEARCH MARKETING	
MRKT 486	CUSTOMER RELATIONSHIP MANAGEMENT	
MRKT 488	PROFESSIONAL SALES	
MRKT 491	QUALITATIVE RESEARCH METHODS	
MRKT 493	INTEGRATED MARKETING COMMUNICATIONS	
MRKT 495	RETAIL MANAGEMENT	
MRKT 496	MARKETING RESEARCH PRACTICUM	
MRKT 497	GLOBAL MARKETING	
MRKT 498	SERVICES MARKETING	

Complete 2 credits of thesis, directed readings, projects, internship or study abroad.

Business Core

BA 411	NAVIGATING YOUR WORKPLACE	1
BA 412	FINANCIAL PLANNING I	1
BA 413	FINANCIAL PLANNING II	1
BA 466	INTEGRATIVE STRATEGIC EXPERIENCE	4

Baccalaureate core, minor or unrestricted electives	12
Credits	45
Total Credits	180-184

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Baccalaureate Core Course (BCC)

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Writing Intensive Course (WIC)

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For students who transfer into College of Business business-related programs, the Blueprint transition courses meet the same outcomes as the professional development (Blueprint) course series accounting for the student's academic year when they transfer into the business program

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**First Year**

<b>Fall</b>		<b>Credits</b>
BA 160	B-ENGAGED	3
BC Science		4
WR 121	*ENGLISH COMPOSITION (Alpha coded)	3
or COMM 111	or *PUBLIC SPEAKING	
or COMM 114	or *ARGUMENT AND CRITICAL DISCOURSE	
or COMM 218	or *INTERPERSONAL COMMUNICATION	
Math through MTH 241		4
Credits		14

<b>Winter</b>		
BA 161	INNOVATION NATION--AWARENESS TO ACTION	3
BC Science		4
WR 121	*ENGLISH COMPOSITION (Alpha coded)	3
or COMM 111	or *PUBLIC SPEAKING	
or COMM 114	or *ARGUMENT AND CRITICAL DISCOURSE	
or COMM 218	or *INTERPERSONAL COMMUNICATION	
Math through MTH 241		4
Credits		14

<b>Spring</b>		
BA 162	INNOVATION NATION--IDEAS TO REALITY	3
BC Science		4
WR 121	*ENGLISH COMPOSITION (Alpha coded. Or Bacc Core: Fitness, Speech, CD, DPD)	3
Bacc Core: Fitness, Speech, CD, DPD Electives		6
Credits		16

**Second Year**

<b>Fall</b>		
BA 230	BUSINESS LAW I	4
BA 260	INTRODUCTION TO ENTREPRENEURSHIP	4
BA 282	DRAFTING YOUR CAREER BLUEPRINT	1
ECON 201	*INTRODUCTION TO MICROECONOMICS	4
Credits		13

<b>Winter</b>		
BA 211	FINANCIAL ACCOUNTING	4
BA 223	PRINCIPLES OF MARKETING	4
BA 275	FOUNDATIONS OF STATISTICAL INFERENCE	4
BA 281	PROFESSIONAL DEVELOPMENT	3
BA 283	CREATIVITY, CULTURE, AND THE WORKPLACE	1
Credits		16

<b>Spring</b>		
BA 213	MANAGERIAL ACCOUNTING	4
BA 240	FINANCE	4
BA 270	BUSINESS PROCESS MANAGEMENT	4
BA 284	FOUNDATIONS OF PERSONAL FINANCE I	1

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ECON 202	*INTRODUCTION TO MACROECONOMICS	4
	Credits	17
<b>Third Year</b>		
<b>Fall</b>		
BA 311	FRAMING YOUR CAREER PLAN	1
BA 347	INTERNATIONAL BUSINESS	4
BA 352	MANAGING INDIVIDUAL AND TEAM PERFORMANCE	4
WR 222 or WR 323 or WR 327	*ENGLISH COMPOSITION or *ENGLISH COMPOSITION or *TECHNICAL WRITING	3
MRKT 323	ADVANCED APPLICATION OF MARKETING PRINCIPLES	4
	Credits	16
<b>Winter</b>		
BA 312	FOUNDATIONS OF PERSONAL FINANCE II	1
BA 354	*MANAGING ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	4
BA 375	APPLIED QUANTITATIVE METHODS	4
Bacc Core-STS		3
	Credits	12
<b>Spring</b>		
BA 313	THE ORANGE AND BLACK CASE COMPETITION	1
BA 357	OPERATIONS MANAGEMENT	4
BA 370	BUSINESS INFORMATION SYSTEMS OVERVIEW	4
MRKT 396	FUNDAMENTALS OF MARKETING RESEARCH	4
Bacc Core-CGI		3
	Credits	16
<b>Fourth Year</b>		
<b>Fall</b>		
BA 406	PROJECTS	2
BA 411	NAVIGATING YOUR WORKPLACE	1
MRKT 492	CONSUMER BEHAVIOR	4
MRKT/Electives		8
	Credits	15
<b>Winter</b>		
BA 412	FINANCIAL PLANNING I	1
MRKT 489	PERSONAL SELLING SKILLS AND TECHNIQUES	4
MRKT 496	MARKETING RESEARCH PRACTICUM	4
MRKT/Electives		7
	Credits	16
<b>Spring</b>		
BA 413	FINANCIAL PLANNING II	1
BA 466	INTEGRATIVE STRATEGIC EXPERIENCE	4
MRKT 499	MARKETING STRATEGY	4
MRKT/Electives		6
	Credits	15
	Total Credits	180

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Baccalaureate Core Course (BCC)

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Writing Intensive Course (WIC)