

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

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.

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	Hours
Summary of Requirements		
<i>Lower-Division</i>		<i>66-69</i>
Business Core Classes (44-47)		
Marketing Class (4)		
Math, Economics, Writing and Communications (18) ¹		
<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>
Total credits required for graduation		180

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

Marketing Program Requirements (180)

Marketing Curriculum (38)

Code	Title	Hours
Required Courses		
BA 223 or BA 390	PRINCIPLES OF MARKETING MARKETING	4
MRKT 390	BUILDING AND MANAGING PRODUCTS, SERVICES, AND BRANDS	4
MRKT 396	FUNDAMENTALS OF MARKETING RESEARCH	4
MRKT 489	PERSONAL SELLING SKILLS AND TECHNIQUES	4

MRKT 492	CONSUMER BEHAVIOR	4
MRKT 499	MARKETING STRATEGY	4
Marketing Specializations		14
Select one of the following specializations:		
Consumer Insights Specialization		
Marketing and Digital Communication Specialization		
Professional Sales and Personal Selling Specialization		
Marketing Management		
Total Hours		38

Marketing Specializations

Consumer Insights Specialization

Code	Title	Hours
Select at least three of the following:		
BA 481	INTRODUCTION TO BUSINESS ANALYTICS	
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 Hours		14

Marketing and Digital Communication Specialization

Code	Title	Hours
Complete the following three courses:		
MRKT 484	DIGITAL MEDIA AND MARKETING INTEGRATION	4
MRKT 485	SEARCH ENGINE 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 Hours		14

Professional Sales and Personal Selling Specialization

Code	Title	Hours
Complete the following three courses:		
MGMT 455	INFLUENCE AND NEGOTIATION	4
MRKT 486	CUSTOMER RELATIONSHIP MANAGEMENT	4
MRKT 488	PERSONAL SELLING	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 Hours		14

Marketing Management

Code	Title	Hours
Complete at least three of the following courses:		
MRKT 484	DIGITAL MEDIA AND MARKETING INTEGRATION	
MRKT 485	SEARCH ENGINE MARKETING	
MRKT 486	CUSTOMER RELATIONSHIP MANAGEMENT	
MRKT 488	PERSONAL SELLING	
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 Hours		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	Hours
Mathematics		
Basic mathematics requirements:		
MTH 241	*CALCULUS FOR MANAGEMENT AND SOCIAL SCIENCE	4
Economics		
ECON 201	*INTRODUCTION TO MICROECONOMICS	4
ECON 202	*INTRODUCTION TO MACROECONOMICS	4
Written and Oral Communication		
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	
University General Requirements ¹		40
Unrestricted Electives		6-9

¹ MTH 241 *CALCULUS FOR MANAGEMENT AND SOCIAL SCIENCE, ECON 201 *INTRODUCTION TO MICROECONOMICS/ECON 202 *INTRODUCTION TO MACROECONOMICS, WR 222 *ENGLISH COMPOSITION, WR 323 *ENGLISH COMPOSITION or WR 327 *TECHNICAL WRITING, and COMM 111 *PUBLIC SPEAKING, COMM 114 *ARGUMENT AND CRITICAL DISCOURSE or COMM 218 *INTERPERSONAL COMMUNICATION 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

Course	Title	Hours
First Year		
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	
or COMM 218	*ARGUM AND CRITICAL DISCOUF	
	or	
	*INTERP COMMUI	
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
Hours		44-48
Second Year		
All students should complete the following courses*:		

BA 280	BUSINESS INSIGHTS (Transfer students only)	
BA 281	PROFESSIONAL DEVELOPMENT I	3
BA 282	PERSONAL, PROFESSIONAL AND LEADERSHIP DEVELOPMENT I	1
BA 283	PERSONAL, PROFESSIONAL AND LEADERSHIP DEVELOPMENT II	1
BA 284	PERSONAL, PROFESSIONAL AND LEADERSHIP DEVELOPMENT III	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 or BA 390	PRINCIPLES OF MARKETING or MARKETING	4
BA 230	BUSINESS LAW I	4
BA 240 or BA 360	FINANCE or INTRODUCTION TO FINANCIAL MANAGEMENT	4
BA 260	INTRODUCTION TO ENTREPRENEURSHIP	4
BA 270	BUSINESS PROCESS MANAGEMENT	4
BA 275	FOUNDATION OF STATISTICAL INFERENCE	4
ECON 201	*INTRODUCTION TO MICROECONOMICS	4
ECON 202	*INTRODUCTION TO MACROECONOMICS	4
		Hours 46

Third Year		
MRKT 390	BUILDING AND MANAGING PRODUCTS, SERVICES, AND BRANDS	4
MRKT 396	FUNDAMENTALS OF MARKETING RESEARCH	4
Business Core		
BA 311	THIRD-YEAR PERSONAL PROFESSIONAL LEADERSHIP DEVELOPMENT I	1
BA 312	THIRD-YEAR PERSONAL PROFESSIONAL LEADERSHIP DEVELOPMENT II	1
BA 313	THIRD-YEAR PERSONAL PROFESSIONAL LEADERSHIP DEVELOPMENT III	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 or WR 323 or WR 327	*ENGLISH COMPOSITION or *ENGLISH COMPOSITION or *TECHNICAL WRITING	3
Baccalaureate core, minor, option or unrestricted electives		11
		Hours 45
Fourth Year		
MRKT 489	PERSONAL SELLING SKILLS AND TECHNIQUE	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 MEDIA AND MARKETING INTEGRATIO	
MRKT 485	SEARCH ENGINE MARKETING	
MRKT 486	CUSTOMER RELATIONSI MANAGEME	
MRKT 488	PERSONAL SELLING	
MRKT 491	QUALITATIV RESEARCH METHODS	
MRKT 493	INTEGRATED MARKETING COMMUNICATIONS	
MRKT 495	RETAIL MANAGEME	
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. 2

Business Core		
BA 411	FOURTH YEAR PERSONAL PROFESSIONI LEADERSHIP DEVELOPME I	1
BA 412	FOURTH YEAR PERSONAL PROFESSIONAL LEADERSHIP DEVELOPMENT II	1
BA 413	FOURTH YEAR PERSONAL PROFESSIONI LEADERSHIP DEVELOPME III	1
BA 466	INTEGRATIVE STRATEGIC EXPERIENCE	4
Baccalaureate core, minor or unrestricted electives		12
Hours		45
Total Hours		180-184

- * Baccalaureate Core Course (BCC)
- ^ Writing Intensive Course (WIC)

Major Code: 799

12

Sample Four-Year Plan: Marketing

Course	Title	Hours
First Year		
Fall		
BA 160	B-ENGAGED	3
BC Science		4
WR 121 or COMM 111 or COMM 114 or COMM 218	*ENGLISH COMPOSITION (Alpha coded) or *PUBLIC SPEAKING or *ARGUMENT AND CRITICAL DISCOURSE or *INTERPERSONAL COMMUNICATION	3
Math through MTH 241		4
Hours		14
Winter		
BA 161	INNOVATION-NATION-AWARENES: TO ACTION	3
BC Science		4
WR 121 or COMM 111 or COMM 114 or COMM 218	*ENGLISH COMPOSITIK (Alpha coded) or *PUBLIC SPEAKIN or *ARGUM AND CRITICAL DISCOUF or *INTERP COMMUI	3
Math through MTH 241		4
Hours		14
Spring		
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
Hours		16
Second Year		
Fall		
BA 230	BUSINESS LAW I	4

BA 260	INTRODUCTION TO ENTREPRENEURSHIP	4
BA 282	PERSONAL, PROFESSIONAL AND LEADERSHIP DEVELOPMENT I	1
ECON 201	*INTRODUCTION TO MICROECONOMICS	4

Hours 13

Winter

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	PERSONAL, PROFESSIONAL AND LEADERSHIP DEVELOPMENT II	1

Hours 16

Spring

BA 213	MANAGERIAL ACCOUNTING	4
BA 240	FINANCE	4
BA 270	BUSINESS PROCESS MANAGEMENT	4
BA 284	PERSONAL, PROFESSIONAL AND LEADERSHIP DEVELOPMENT III	1
ECON 202	*INTRODUCTION TO MACROECONOMICS	4

Hours 17

Third Year

Fall

BA 311	THIRD-YEAR PERSONAL PROFESSIONAL LEADERSHIP DEVELOPMENT I	1
BA 347	INTERNATIONAL BUSINESS	4
BA 352	MANAGING INDIVIDUAL AND TEAM PERFORMANCE	4

MRKT 390	BUILDING AND MANAGING PRODUCTS, SERVICES, AND BRANDS	4
----------	--	---

WR 222 or WR 323 or WR 327	*ENGLISH COMPOSITION or *ENGLISH COMPOSITION or *TECHNICAL WRITING	3
----------------------------	--	---

Hours 16

Winter

BA 312	THIRD YEAR PERSONAL PROFESSIONAL LEADERSHIP DEVELOPMENT II	1
BA 354	*MANAGING ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	4
BA 375	APPLIED QUANTITATIVE METHODS	4

Bacc Core-STS 3

Hours 12

Spring

BA 313	THIRD YEAR PERSONAL PROFESSIONAL LEADERSHIP DEVELOPMENT III	1
BA 357	OPERATIONS MANAGEMENT	4
BA 370	BUSINESS INFORMATION SYSTEMS OVERVIEW	4
MRKT 396	FUNDAMENTALS OF MARKETING RESEARCH	4

Bacc Core-CGI 3

Hours 16

Fourth Year

Fall

BA 406	PROJECTS	2
BA 411	FOURTH YEAR PERSONAL PROFESSIONAL LEADERSHIP DEVELOPMENT I	1
MRKT 492	CONSUMER BEHAVIOR	4

MRKT/Electives 8

Hours 15

6 Marketing Undergraduate Major (BA, BS, HBA, HBS)

Winter

BA 412	FOURTH YEAR PERSONAL PROFESSIONAL LEADERSHIP DEVELOPMENT II	1
MRKT 489	PERSONAL SELLING SKILLS AND TECHNIQUE	4
MRKT 496	MARKETING RESEARCH PRACTICUM	4
MRKT/Electives		7
	Hours	16

Spring

BA 413	FOURTH YEAR PERSONAL PROFESSIONAL LEADERSHIP DEVELOPMENT III	1
BA 466	INTEGRATIVE STRATEGIC EXPERIENCE	4
MRKT 499	MARKETING STRATEGY	4
MRKT/Electives		6
	Hours	15
	Total Hours	180

* Baccalaureate Core Course (BCC)

^ Writing Intensive Course (WIC)