

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

This program is available at the following locations:

- Corvallis
- Ecampus

Options available:

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

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 (<https://business.oregonstate.edu/programs/21066/careers>) include sales, advertising and communications, retailing, brand management, logistics management, market research, purchasing management, and more.

Marketing is the process of “creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large” (American Marketing Association). Marketing includes a diverse range of activities: identifying customer needs, developing goods and services to satisfy those needs, communicating information about products, services, or ideas to potential customers, and delivering offerings to customers.

Major Code: 799

Upon successful completion of the program, students will meet the following learning outcomes:

- Characterize the role of marketing within organizations and society.
- Apply marketing research techniques and/or data to facilitate business decision-making.
- Explain how marketers segment markets, choose customer segments to target, and use the marketing mix to position offerings.
- Analyze problems using marketing frameworks and theories.
- Design a marketing strategy based on an assessment and evaluation of firm objectives, the marketing environment, and available resources.
- Justify a course of action using professional communication techniques.

Degree requirements include university core education, business and major curricula. The business 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 coursework and

further develop decision-making skills through the analysis of business cases. The lower-division business curriculum involves completion of courses within the first and second year that build a solid foundation for the upper-division curricula.

Transitions to OSU and Introduction to Business coursework will depend on student type. At registration, an academic advisor will determine the most appropriate path.

1. Students entering OSU as their first college experience after high school will take a 100 Transitions course, BA 160, and a BA 16X series;
2. Students entering OSU COB as a second-year transfer student (approximately three years to graduation) will take a 300 Transitions course, BA 160, and BA 101Z; or
3. Students entering OSU COB as a third-year transfer student (approximately two years or less to graduation) will take a 300 Transitions course and BA 101Z.

Code	Title	Credits
Summary of Requirements		
Business Curriculum ¹		102-106
Marketing Curriculum		34
Unspecified Core Education ¹		22-26
Unrestricted Electives ²		14-22
Total Credits		180

¹ Some courses in the Business Curriculum double-count with Core Education categories. Unspecified Core Education credits are not shared with the Business Curriculum

² Options and minors are available to provide specializations and fulfill unrestricted elective credits

Business Curriculum

Code	Title	Credits
Foundations of Business		
<i>Introduction to Business</i>		
Third-year transfer students may be eligible to waive BA 160.		
BA 160	+COB CAREER AND MAJOR EXPLORATION	1
Dependent on entry level, students will take one of the following:		4-6
BA 161 & BA 162	INNOVATION NATION—AWARENESS TO ACTION and INNOVATION NATION—IDEAS TO REALITY	
BA 167 & BA 168	LAUNCH PAD I and LAUNCH PAD II	
BA 101Z	INTRODUCTION TO BUSINESS	
<i>Communications</i>		
COMM 114	+*ARGUMENT AND CRITICAL DISCOURSE	3-4
or COMM 111Z	+*PUBLIC SPEAKING	
or COMM 218Z	+*INTERPERSONAL COMMUNICATION	
<i>Economics</i>		
ECON 201Z	+*PRINCIPLES OF MICROECONOMICS	4
ECON 202Z	+*PRINCIPLES OF MACROECONOMICS	4
<i>Mathematics</i>		
MTH 241	+*CALCULUS FOR MANAGEMENT AND SOCIAL SCIENCE	4
<i>Writing</i>		
WR 323	+*ADVANCED WRITING & ARGUMENTATION	3-4
or WR 227Z	+*TECHNICAL WRITING	
Business Core		
BA 169Z	DATA ANALYSIS USING MICROSOFT EXCEL	4
BA 211Z	PRINCIPLES OF FINANCIAL ACCOUNTING	4
BA 213Z	PRINCIPLES OF MANAGERIAL ACCOUNTING	4
BA 223	PRINCIPLES OF MARKETING ¹	4

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or BA 390	PRINCIPLES OF MARKETING	
BA 226Z	INTRODUCTION TO BUSINESS LAW	4
BA 240	FINANCE	4
BA 252	INTRODUCTION TO ORGANIZATIONAL BEHAVIOR	4
BA 260	FOUNDATIONS OF THE ENTREPRENEURIAL MINDSET	4
BA 275	FOUNDATIONS OF STATISTICAL INFERENCE	4
BA 270	BUSINESS PROCESS MANAGEMENT	4
BA 347	INTERNATIONAL BUSINESS	4
BA 354	*ETHICS IN ORGANIZATIONS	4
BA 357	OPERATIONS AND SUPPLY CHAIN MANAGEMENT	4
BA 370	BUSINESS INFORMATION SYSTEMS OVERVIEW	4
BA 375	APPLIED QUANTITATIVE METHODS	4
BA 396	+MARKETS AS SOCIAL STATUS SYSTEMS	3
or BA 398	+SUSTAINABLE CAPITALISM: EXPLORING POWER, PROSPERITY, AND JUSTICE	
BA 466	INTEGRATIVE STRATEGIC EXPERIENCE	4
Blueprint: Personal & Professional Development		
<i>Second Year</i>		
Third-year transfer students may be eligible to substitute BA 381 for second year Professional Development and Blueprint coursework.		
BA 281	PROFESSIONAL DEVELOPMENT	3
BA 282	DRAFTING YOUR CAREER BLUEPRINT	1
BA 283	NAVIGATING CRUCIAL CONVERSATIONS IN THE WORKPLACE	1
BA 284	FOUNDATIONS OF PERSONAL FINANCE I	1
<i>Third Year</i>		
BA 311	+FRAMING YOUR CAREER PLAN	1
BA 312	FOUNDATIONS OF PERSONAL FINANCE II	1
BA 313	A CASE FOR CIVIL DISCOURSE IN BUSINESS	1
<i>Fourth Year</i>		
BA 411	NAVIGATING CAREER TRANSITIONS	1
BA 412	FINANCIAL PLANNING I	1
BA 413	FINANCIAL PLANNING II	1
Total Credits		102-106

- * Baccalaureate Core course. Applies to general education requirements for undergraduate students in a catalog year up to 2024-2025
- + Core Education course. Applies to general education requirements for undergraduate students in catalog year 2025-2026 and beyond
- ^ Writing Intensive Curriculum (WIC) course
- ¹ Course requires a grade of C or higher

Marketing Curriculum

Code	Title	Credits
Required Courses		
MRKT 323	ADVANCED APPLICATION OF MARKETING PRINCIPLES	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
Experiential Learning		
Select 2 credits from the following courses:		2
Any COB 004 Internship (e.g. MRKT 004) ¹		
Any COB 403 Thesis (eg. MRKT 403)		
Any COB 405 Reading and Conference (eg. BA 405)		
Any COB 406 Projects (eg. MRKT 406)		
Any COB 409 Practicum (eg. MRKT 409)		
Any COB 410 Internship (eg. MRKT 410)		
BA 348 & BA 349	INTERNATIONAL EXCHANGE ORIENTATION and IMPACT OF CULTURE ON BUSINESS	
Electives		

Select a minimum of 12 credits from the following (see Focus Areas for guidance): 12

BANA 270	INTRODUCTION TO BUSINESS ANALYTICS AND ARTIFICIAL INTELLIGENCE
DSGN 276	INTRODUCTION TO MERCHANDISING MANAGEMENT
DSGN 330	*FASHION FORECASTING AND MARKET ANALYSIS
DSGN 333	HISTORY OF CONTEMPORARY FASHION
DSGN 372	MERCHANDISE PLANNING AND CONTROL
DSGN 475	*GLOBAL SOURCING OF TEXTILES, APPAREL, AND FOOTWEAR
MGMT 455	INFLUENCE AND NEGOTIATION
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
SB 250	THE BUSINESS OF SPORT
SB 350	INTRODUCTION TO SPORTS ANALYTICS
SB 351	SPORTS MARKETING
SB 450	FINANCING SPORT
SB 452	SPORTS SPONSORSHIP

Total Credits **34**

- ¹ Students may substitute any COB 004 Internship course (eg. MRKT 004) for the experiential learning requirement if they do not need an additional 2 credits to meet their 180 degree total
- ² Some elective courses require a prerequisite grade of C or higher

Focus Areas

Focus Areas are suggested course combinations directed at specific areas of interest and professional goals, but other combinations of focus area courses may be selected.

Consumer Insights Focus Area

Code	Title	Credits
Select at least three courses from the following: 12		
BANA 270	INTRODUCTION TO BUSINESS ANALYTICS AND ARTIFICIAL INTELLIGENCE	
MRKT 486	CUSTOMER RELATIONSHIP MANAGEMENT	
MRKT 491	QUALITATIVE RESEARCH METHODS	
MRKT 496	MARKETING RESEARCH PRACTICUM	
Total Credits		12

Marketing and Digital Communication Focus Area

Code	Title	Credits
MRKT 484	DIGITAL MARKETING PLATFORMS	4
MRKT 485	SEARCH MARKETING	4
MRKT 493	INTEGRATED MARKETING COMMUNICATIONS	4
Total Credits		12

Professional Sales and Personal Selling Focus Area

Code	Title	Credits
MGMT 455	INFLUENCE AND NEGOTIATION	4
MRKT 486	CUSTOMER RELATIONSHIP MANAGEMENT	4
MRKT 488	PROFESSIONAL SALES	4
Total Credits		12

Sports Marketing Focus Area

Code	Title	Credits
SB 250	THE BUSINESS OF SPORT	4
Select at least two courses from the following:		8
SB 350	INTRODUCTION TO SPORTS ANALYTICS	
SB 351	SPORTS MARKETING	
SB 450	FINANCING SPORT	
SB 452	SPORTS SPONSORSHIP	
Total Credits		12

Fashion and Retail Marketing Focus Area (available in Corvallis only)

Code	Title	Credits
MRKT 495	RETAIL MANAGEMENT	4
Select at least two courses from the following:		8
DSGN 276	INTRODUCTION TO MERCHANDISING MANAGEMENT	
DSGN 330	*FASHION FORECASTING AND MARKET ANALYSIS	
DSGN 333	HISTORY OF CONTEMPORARY FASHION	
DSGN 372	MERCHANDISE PLANNING AND CONTROL	
DSGN 475	*GLOBAL SOURCING OF TEXTILES, APPAREL, AND FOOTWEAR	
Total Credits		12

Marketing Management Focus Area

Code	Title	Credits
Select 12 credits from the following courses:		12
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	
SB 250	THE BUSINESS OF SPORT	
SB 351	SPORTS MARKETING	
SB 452	SPORTS SPONSORSHIP	
Total Credits		12

Major Code: 799

Degree plans are subject to change and the following is only an example of how students may complete their degree in four years. Students should consult their advisor to determine the best degree plan for them. Contact details for advisors can be found on the Academic Advising (<https://catalog.oregonstate.edu/advising/>) page.

First Year

Fall		Credits
BA 160	+COB CAREER AND MAJOR EXPLORATION	1
MTH 111Z	++PRECALCULUS I: FUNCTIONS	4
COMM 111Z	++PUBLIC SPEAKING	3-4
or COMM 114	or ++ARGUMENT AND CRITICAL DISCOURSE	
or COMM 218Z	or ++INTERPERSONAL COMMUNICATION	
Core Ed: Arts & Humanities General		3-4
Core Ed: Transitions		2
Credits		14
Winter		
BA 161	INNOVATION NATION--AWARENESS TO ACTION	3
BA 169Z	DATA ANALYSIS USING MICROSOFT EXCEL	4
ECON 202Z	++PRINCIPLES OF MACROECONOMICS	4

MTH 241	++CALCULUS FOR MANAGEMENT AND SOCIAL SCIENCE	4
Credits		15

Spring

BA 162	INNOVATION NATION--IDEAS TO REALITY	3
ECON 201Z	++PRINCIPLES OF MICROECONOMICS	4
WR 121Z	++COMPOSITION I	4
Core Ed: Scientific Inquiry & Analysis		4
Credits		15

Second Year**Fall**

BA 223	PRINCIPLES OF MARKETING	4
or BA 390	or PRINCIPLES OF MARKETING	
BA 252	INTRODUCTION TO ORGANIZATIONAL BEHAVIOR	4
BA 281	PROFESSIONAL DEVELOPMENT	3
BA 282	DRAFTING YOUR CAREER BLUEPRINT	1
Core Ed: Difference, Power & Oppression Foundations		3-4
Credits		15

Winter

BA 211Z	PRINCIPLES OF FINANCIAL ACCOUNTING	4
BA 260	FOUNDATIONS OF THE ENTREPRENEURIAL MINDSET	4
BA 275	FOUNDATIONS OF STATISTICAL INFERENCE	4
BA 283	NAVIGATING CRUCIAL CONVERSATIONS IN THE WORKPLACE	1
Elective		2
Credits		15

Spring

BA 213Z	PRINCIPLES OF MANAGERIAL ACCOUNTING	4
BA 226Z	INTRODUCTION TO BUSINESS LAW	4
BA 240	FINANCE	4
BA 270	BUSINESS PROCESS MANAGEMENT	4
BA 284	FOUNDATIONS OF PERSONAL FINANCE I	1
Credits		17

Third Year**Fall**

BA 311	+FRAMING YOUR CAREER PLAN	1
BA 354	*ETHICS IN ORGANIZATIONS	4
MRKT 323	ADVANCED APPLICATION OF MARKETING PRINCIPLES	4
Core Ed: Scientific Inquiry & Analysis		4
Elective		2
Credits		15

Winter

BA 312	FOUNDATIONS OF PERSONAL FINANCE II	1
BA 357	OPERATIONS AND SUPPLY CHAIN MANAGEMENT	4
MRKT 396	FUNDAMENTALS OF MARKETING RESEARCH	4
WR 323	++ADVANCED WRITING & ARGUMENTATION	3-4
or WR 227Z	or ++TECHNICAL WRITING	
Core Ed: Arts & Humanities Global		3-4
Credits		15

Spring

BA 313	A CASE FOR CIVIL DISCOURSE IN BUSINESS	1
BA 347	INTERNATIONAL BUSINESS	4
BA 370	BUSINESS INFORMATION SYSTEMS OVERVIEW	4
BA 375	APPLIED QUANTITATIVE METHODS	4
Experiential Learning		2
Credits		15

Fourth Year**Fall**

BA 411	NAVIGATING CAREER TRANSITIONS	1
MRKT 489	PERSONAL SELLING SKILLS AND TECHNIQUES	4
MRKT 492	CONSUMER BEHAVIOR	4
MRKT Elective		4

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Core Ed: Seeking Solutions		3-4
Credits		16
Winter		
BA 396 or BA 398	+MARKETS AS SOCIAL STATUS SYSTEMS or +SUSTAINABLE CAPITALISM: EXPLORING POWER, PROSPERITY, AND JUSTICE	3
BA 412	FINANCIAL PLANNING I	1
BA 466	INTEGRATIVE STRATEGIC EXPERIENCE	4
MRKT Elective		4
Elective		2
Credits		14
Spring		
BA 413	FINANCIAL PLANNING II	1
MRKT 499	MARKETING STRATEGY	4
MRKT Elective		4
Elective		5
Credits		14
Total Credits		180

* Baccalaureate Core course. Applies to general education requirements for undergraduate students in a catalog year up to 2024-2025

+ Core Education course. Applies to general education requirements for undergraduate students in catalog year 2025-2026 and beyond

^ Writing Intensive Curriculum (WIC) course