MANAGEMENT AND MARKETING OPTION

This option is offered within the following major(s):


The option provides students with the skills to manage organizations to be competitive in the global renewable materials marketplace or develop innovative and effective marketing programs for green products.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA 211</td>
<td>FINANCIAL ACCOUNTING</td>
<td>4</td>
</tr>
<tr>
<td>BA 213</td>
<td>MANAGERIAL ACCOUNTING</td>
<td>4</td>
</tr>
<tr>
<td>BA 230</td>
<td>BUSINESS LAW I</td>
<td>4</td>
</tr>
<tr>
<td>BA 260</td>
<td>INTRODUCTION TO ENTREPRENEURSHIP</td>
<td>4</td>
</tr>
<tr>
<td>BA 351</td>
<td>MANAGING ORGANIZATIONS</td>
<td>4</td>
</tr>
<tr>
<td>BA 360</td>
<td>INTRODUCTION TO FINANCIAL MANAGEMENT</td>
<td>4</td>
</tr>
<tr>
<td>BA 390</td>
<td>MARKETING</td>
<td>4</td>
</tr>
<tr>
<td>DSGN 121</td>
<td>COMPUTER AIDED DESIGN</td>
<td>3</td>
</tr>
<tr>
<td>ECON 201</td>
<td>*INTRODUCTION TO MICROECONOMICS</td>
<td>4</td>
</tr>
<tr>
<td>ECON 202</td>
<td>*INTRODUCTION TO MACROECONOMICS</td>
<td>4</td>
</tr>
<tr>
<td>MTH 111</td>
<td>*COLLEGE ALGEBRA</td>
<td>4</td>
</tr>
<tr>
<td>MTH 241</td>
<td>*CALCULUS FOR MANAGEMENT AND SOCIAL SCIENCE</td>
<td>4</td>
</tr>
<tr>
<td>ST 351</td>
<td>INTRODUCTION TO STATISTICAL METHODS</td>
<td>4</td>
</tr>
<tr>
<td>ST 352</td>
<td>INTRODUCTION TO STATISTICAL METHODS</td>
<td>4</td>
</tr>
<tr>
<td>WSE 455</td>
<td>INDUSTRIAL MARKETING IN THE FOREST SECTOR</td>
<td>3</td>
</tr>
<tr>
<td>WSE 461</td>
<td>BIO-BASED PRODUCTS MANUFACTURING</td>
<td>4</td>
</tr>
<tr>
<td>WSE 462</td>
<td>ADVANCED MANUFACTURING</td>
<td>4</td>
</tr>
<tr>
<td>WSE 471</td>
<td>RENEWABLE MATERIALS IN BUILDING CONSTRUCTION</td>
<td>3</td>
</tr>
</tbody>
</table>

Restricted Electives

Select a minimum of 12 credits of the following:

- AEC 352 or ECON 352, *ENVIRONMENTAL ECONOMICS AND POLICY
- BA 357, OPERATIONS MANAGEMENT
- BA 432, *ENVIRONMENTAL LAW, SUSTAINABILITY AND BUSINESS
- BA 451, SUPPLY AND SOURCING MANAGEMENT
- BA 458, INNOVATION AND NEW PRODUCT DEVELOPMENT
- BA 460, VENTURE MANAGEMENT
- ECON 340, INTERNATIONAL ECONOMICS
- FES 241, DENDROLOGY
- MGMT 364, PROJECT MANAGEMENT
- MGMT 452, LEADERSHIP
- MRKT 396, FUNDAMENTALS OF MARKETING RESEARCH
- MRKT 488, PERSONAL SELLING
- MRKT 489, PERSONAL SELLING SKILLS AND TECHNIQUES
- MRKT 497, GLOBAL MARKETING

PS 477 | INTERNATIONAL ENVIRONMENTAL POLITICS AND POLICY

COF Study Abroad courses, various

**Approved Area of Concentration**

Select a 24-credit program of study proposed by the student and approved by the WSE Department Head. Must include 12 credits of Restricted Electives from the list above, and 20 upper-division credits.

**Total Hours**: 93

1. As a base for an "Area of Concentration" as described below.

* Baccalaureate Core Course (BCC)

^ Writing Intensive Course (WIC)

**Baccalaureate Core Courses**

Not satisfied by the Renewable Materials core or the option.

Courses meeting other Baccalaureate requirements for the following categories not specified by the Renewable Materials Core or the option can be found in the OSU Catalog online at https://catalog.oregonstate.edu/

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>AEC 352</td>
<td>*ENVIRONMENTAL ECONOMICS AND POLICY</td>
<td>3</td>
</tr>
<tr>
<td>BA 357</td>
<td>OPERATIONS MANAGEMENT</td>
<td>3</td>
</tr>
<tr>
<td>BA 432</td>
<td>*ENVIRONMENTAL LAW, SUSTAINABILITY AND BUSINESS</td>
<td>3</td>
</tr>
<tr>
<td>WSE 455</td>
<td>INDUSTRIAL MARKETING IN THE FOREST SECTOR</td>
<td>3</td>
</tr>
<tr>
<td>WSE 461</td>
<td>BIO-BASED PRODUCTS MANUFACTURING</td>
<td>3</td>
</tr>
<tr>
<td>WSE 462</td>
<td>ADVANCED MANUFACTURING</td>
<td>3</td>
</tr>
<tr>
<td>WSE 471</td>
<td>RENEWABLE MATERIALS IN BUILDING CONSTRUCTION</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total Hours**: 18

**Note**: Completion of the Management and Marketing option and meeting additional grade requirements of the College of Business will fulfill the requirements for a transcript-visible Business and Entrepreneurship minor. Students who graduate and complete the minor may also apply to the College of Business to enroll in a 58-credit, four-term MBA degree program.

**Option Code**: 288

**Course**

<table>
<thead>
<tr>
<th>First Year</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td>GENERAL CHEMISTRY</td>
<td>5</td>
</tr>
<tr>
<td>CH 121</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMM 111 or COMM 114</td>
<td>*PUBLIC SPEAKING or *ARGUMENT AND CRITICAL DISCOU</td>
<td>3</td>
</tr>
<tr>
<td>FOR 111</td>
<td>INTRODUCTION TO FORESTRY</td>
<td>3</td>
</tr>
<tr>
<td>MTH 111</td>
<td>*COLLEGE ALGEBRA</td>
<td>4</td>
</tr>
</tbody>
</table>

**Hours**: 15
<table>
<thead>
<tr>
<th>Winter</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CH 122</td>
<td>MANAGEMENT AND</td>
<td>FOR 112</td>
</tr>
<tr>
<td></td>
<td>MARKETING</td>
<td>COMPUTING</td>
</tr>
<tr>
<td></td>
<td>OPTION</td>
<td>APPLICATIONS</td>
</tr>
<tr>
<td>MTH 241</td>
<td>*CALCULUS</td>
<td>FOR MANAGEME</td>
</tr>
<tr>
<td>WSE 111</td>
<td>RENEWABLE</td>
<td>AND SOCIAL</td>
</tr>
<tr>
<td></td>
<td>MATERIALS</td>
<td>SCIENCE</td>
</tr>
<tr>
<td></td>
<td>FOR A GREEN</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PLANET</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spring</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DSGN 121</td>
<td>COMPUTER</td>
<td></td>
</tr>
<tr>
<td></td>
<td>AIDED</td>
<td>DESIGN</td>
</tr>
<tr>
<td>ECON 201</td>
<td>*INTRODUCTION</td>
<td>TO</td>
</tr>
<tr>
<td></td>
<td>TO</td>
<td>MICROECONOMICS</td>
</tr>
<tr>
<td>HHS 231</td>
<td>*LIFETIME</td>
<td>FITNESS</td>
</tr>
<tr>
<td></td>
<td>FOR</td>
<td>HEALTH</td>
</tr>
<tr>
<td>WR 121</td>
<td>*ENGLISH</td>
<td>COMPOSITION</td>
</tr>
<tr>
<td>Physical Activity Course (1)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Elective (3–4)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Second Year</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BA 211</td>
<td>FINANCIAL</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ACCOUNTING</td>
<td></td>
</tr>
<tr>
<td>ECON 202</td>
<td>*INTRODUCTION</td>
<td>TO</td>
</tr>
<tr>
<td></td>
<td>TO</td>
<td>MACROECONOMICS</td>
</tr>
<tr>
<td>FES 240</td>
<td>*FOREST</td>
<td>BIOLOGY</td>
</tr>
<tr>
<td>WSE 250</td>
<td>CAD: COMPUTER</td>
<td></td>
</tr>
<tr>
<td></td>
<td>AIDED</td>
<td>DESIGN</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Winter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BA 213</td>
<td>MANAGERIAL</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ACCOUNTING</td>
<td></td>
</tr>
<tr>
<td>BA 230</td>
<td>BUSINESS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>LAW I</td>
<td></td>
</tr>
<tr>
<td>ST 351</td>
<td>INTRODUCTION</td>
<td>TO</td>
</tr>
<tr>
<td></td>
<td>TO</td>
<td>STATISTICAL</td>
</tr>
<tr>
<td>WSE 210</td>
<td>*RENEWABLE</td>
<td>TECHNOLOGY</td>
</tr>
<tr>
<td></td>
<td>MATERIALS</td>
<td>AND</td>
</tr>
<tr>
<td></td>
<td>TECHNOLOGY</td>
<td>UTILIZATION</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spring</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BA 260</td>
<td>INTRODUCTION</td>
<td>TO</td>
</tr>
<tr>
<td></td>
<td>ENTREPRENEUR</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hours</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Third Year     |                  |                  |
| Fall           |                  |                  |
| BA 351         | MANAGING         | ORGANIZATI      |
| WSE 320        | ANATOMY OF       | RENEWABLE       |
|                | RENEWABLE        | MATERIALS       |
| WSE 321        | CHEMISTRY        | RENEWABLE       |
|                | OF               | MATERIALS       |
| WSE 455        | INDUSTRIAL       | MARKETING       |
|                | IN THE          | FOREST          |
|                |                  | SECTOR          |
| Restricted Elective (3–4) |                  |                  |
|                |                  |                  |
| Hours          |                  |                  |

<p>| Fourth Year    |                  |                  |
| Fall           |                  |                  |
| WSE 461        | BIO-BASED        | PRODUCTS        |
|                | MANUFACTURING    |                 |
| WSE 465        | RENEWABLE        | MANUFACTURING   |
|                | MATERIALS        | EXPERIENCE      |
|                |                  |                  |
| Upper Division Area of Concentration course (3–4) |                  |                  |
|                |                  |                  |
| Hours          |                  |                  |</p>
<table>
<thead>
<tr>
<th>Course Description</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Difference, Power, and Discrimination Baccalaureate Core course (3–4)</td>
<td>3-4</td>
</tr>
<tr>
<td>Western Culture Baccalaureate Core course (3–4)</td>
<td>3-4</td>
</tr>
<tr>
<td>Total Hours</td>
<td>15-18</td>
</tr>
</tbody>
</table>

### Winter

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSE 453</td>
<td>*FOREST PRODUCTS BUSINESS</td>
<td>3</td>
</tr>
<tr>
<td>WSE 462</td>
<td>ADVANCED MANUFACTURING 1</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Upper Division Area of Concentration course (3–4)</td>
<td>3-4</td>
</tr>
<tr>
<td></td>
<td>Contemporary Global Issues Baccalaureate Core course (3–4)</td>
<td>3-4</td>
</tr>
<tr>
<td></td>
<td>Hours</td>
<td>13-15</td>
</tr>
</tbody>
</table>

### Spring

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSE 471</td>
<td>RENEWABLE MATERIALS IN BUILDING CONSTRUCTION</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Area of Concentration Course (3–4)</td>
<td>3-4</td>
</tr>
<tr>
<td></td>
<td>Cultural Diversity Baccalaureate Core course (3–4)</td>
<td>3-4</td>
</tr>
<tr>
<td></td>
<td>Science, Technology, and Society Baccalaureate Core course (3–4)</td>
<td>3-4</td>
</tr>
<tr>
<td></td>
<td>Elective (3–4)</td>
<td>3-4</td>
</tr>
<tr>
<td></td>
<td>Hours</td>
<td>15-19</td>
</tr>
<tr>
<td></td>
<td>Total Hours</td>
<td>180-194</td>
</tr>
</tbody>
</table>