

Advertising

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Advertising Management Option Requirements

A minimum of 24 credits as follows:

- MKTG 340 – Advertising (4)
- MKTG 363 – Consumer Behavior and Customer Satisfaction (4)
- MKTG 441 – Media Strategy (4)
- MKTG 442 – Creative Strategy (4)
- MKTG 443 – Advertising Campaigns (4) or NSAC (8)*
- MKTG 460 – Marketing Research (4)

Highly Recommended Electives for Advertising Management Majors

- MKTG 445, 446, 447 – Nat'l Student Advertising Competition (NSAC)* (8)

This course is a year-long practicum and can be used to satisfy the requirement for Advertising Campaigns MKTG 443. Admission is by application only, with approval based on superior performance in Marketing 340 and other advertising courses.

- MKTG 444 – Account Management (4)

This course is offered during Summer Session only because of the number of agency visitations involved. While not a requirement for the Advertising Management option, it is highly recommended for any student who is serious about a career in advertising.

- MKTG 448 – Digital Media Planning & Design (4)

Digital media for people who want to manage the process of strategy, creation, integration and analysis.

- MKTG 399 - FIR Advertising Agency Internship (2)

Intern in a real advertising agency environment producing work for actual clients, gaining experience while learning true accountability

- MKTG 341 – Public Relations (4)

This course is an excellent complement to the paid media focus of the various Advertising courses.

- MKTG 404 – Advertising Internships (2, 3 or 4 credit hours)

The SBA Internship Office has a growing number of internships with agencies, media, and clients.

ADVERTISING

Prerequisites:

COURSE	PREREQUISITE	COURSE	PREREQUISITE
MKTG 340	None (BA 311 Recommended 1st)	MKTG 441	MKTG 340
MKTG 341	MKTG 340	MKTG 442	MKTG 340
MKTG 363	BA 311	MKTG 443	MKTG 441, MKTG 442
MKTG 399	BA 311 & MKTG 340 Recommended	MKTG 444	MKTG 340
MKTG 404	MKTG 340 Recommended	MKTG 445, 446, 447	By Application Only
MKTG 410	BA 311 Recommended	MKTG 460	BA 311

When Advertising courses tend to be offered:

FALL	WINTER	SPRING	SUMMER
MKTG 340	MKTG 340	MKTG 340	MKTG 340
MKTG 363	MKTG 363	MKTG 363	MKTG 363
	MKTG 341	MKTG 341	
MKTG 399	MKTG 399	MKTG 399	MKTG 399
MKTG 448			MKTG 448
MKTG 441	MKTG 441		MKTG 441
MKTG 442	MKTG 442	MKTG 442	
MKTG 443	MKTG 443	MKTG 443	
			MKTG 444
MKTG 460	MKTG 460	MKTG 460	MKTG 460

Suggested Sequence:

TERM 1	TERM 2	TERM 3	TERM 4	TERM 5
BA 311	MKTG 363	MKTG 441	MKTG 460	MKTG 443
	MKTG 340		MKTG 442	MKTG 341 (Recommended Elective)
		MKTG 445 (NSAC)	MKTG 446 (NSAC)	MKTG 447 (NSAC)

Also visit the newly updated Advertising Management program website AdBiz.sba.pdx.edu and the new AdProf.Wordpress.com blog.