



MARKETING CONCENTRATION

Concentration Requirements

Course Title (Credit Hours)

- Marketing Research (4)
- Marketing Communications (4)
- Consumer Behavior (4)
- Marketing Strategy (4)

Course

MKTG 390
MKTG 420
MKTG 435
MKTG 490

Pre-requisites

Major status & MKTG 311
Major status & MKTG 311
Major status & MKTG 311
MKTG 390 & MKTG 420 or SBUS 452

2021-2022 Course Offering Schedule Check Duckweb for current listings

Fall	Winter	Spring	Summer
MKTG 390 (3)	MKTG 390 (2) MKTG 395 (2)	MKTG 390 (2)	
MKTG 420 (1)	MKTG 420 (2)	MKTG 420 (2)	MKTG 420 (1)
MKTG 435 (2)	MKTG 435 (2)	MKTG 435 (1)	MKTG 435 (1)
MKTG 445* (2)	MKTG 445* (1) MKTG 470* (1)	MKTG 445* (1) MKTG 470* (1)	
	MKTG 490 (1)	MKTG 490 (2) MKTG 410* (Mktg & Sustain.)	

*These course will be offered, but are not required for the concentration.

Recommended Course Sequence

Students are strongly encouraged to take MKTG 390 and MKTG 420 as early as possible. The required courses provide foundational content and must be taken prior to enrolling in MKTG 490, the capstone course for the marketing concentration.

Advising Notes

Students in the marketing concentration must also take at least two electives from two other Lundquist departments. Taking five marketing classes will prepare you thoroughly for a marketing career and enhance your job market prospects upon graduation. Marketing majors at other universities usually take five or more marketing electives.

Concentration Course Descriptions

MKTG 390 Marketing Research

Design, implementation analysis, interpretation, and reporting of research for marketing decisions. Hands-on experience with techniques for data collection, statistical data analysis and communication of results.

MKTG 420 Marketing Communications

Advertising, sales promotions, public relations, and personal selling. Emerging communication media. Legal regulations and ethical considerations in mass media advertising. Media planning and promotional budgets.

MKTG 435 Consumer Behavior

Consumer Behavior is also a valuable elective for marketing concentrators. Understanding consumer psychology is a key marketing skill. Students deepen their knowledge about consumer psychology and how to apply that knowledge as a marketing manager. Students increase their ability to think analytically about consumer behavior and to predict how marketing tactics may influence demand for their company's products and services.

MKTG 490 Marketing Strategy

Capstone course, and should be taken as a student nears graduation. The primary focus of this class is developing and implementing marketing strategies and determining their impact on customer satisfaction and profitability.

Recommended Marketing Electives

MKTG 395 – Marketing Analytics covers three pillars of analytics that drive marketing decisions—descriptive, predictive, prescriptive—(e.g., regression, natural language processing, machine learning methods, etc). **MKTG 445** – Entrepreneurial Marketing is designed for students in the Entrepreneurship Concentration and students generally interested in innovation and new product development. **MKTG 470** – International Marketing is designed for students getting a certificate in global management and students with a general interest in international business. **MKTG 410** – Sustainability Marketing

Recommended Business Electives

MGMT 417 – Negotiation Strategies. **MGMT 420** – Managing in a Global Economy. **MGMT 416** – Organizational Development & Change Management.

Advising

Location

203 Peterson
Lillis Business Complex

Hours

Monday-Friday
8:00 a.m.-5:00 p.m.

Contact

541-346-3303

Website

business.uoregon.edu

Professional Activities

Reading

- Ad Age
- Business Week
- Wall Street Journal
- Wired
- Oregon Business

Campus Opportunities

- UO American Marketing Association
- The Main Event
- Warsaw Sports Business Club
- IBEC
- Toastmasters
- Social Media Club
- Sales Club

Off-campus Opportunities

- Internships

Careers

- Sales
- Social Media
- Advertising
- Market Research
- Promotions
- Public Relations
- Buyer
- Brand Management