Marketing

T. Bettina Cornwell, Department Head
Undergraduate Advising Office
203 Peterson Hall

The Department of Marketing provides undergraduates with concentration areas in marketing and sports business.

The marketing concentration provides preparation for careers in marketing management. Examples of such careers include advertising, social media, professional selling, distribution, and marketing research. Special attention is given to the contributions of the social sciences and of quantitative methods to the study of marketing. The program includes courses on marketing research and strategy, marketing communications, and consumer behavior.

The sports business concentration addresses the use of sports to market goods and services. The successful sports marketer must understand business principles and have a strong sense of how value is created through marketing programs tied to athletes, teams, leagues, and organizations. The concentration presents a rigorous academic curriculum in such areas as sponsorship, sports law, and communications while paying close attention to industry practices and trends. Students who choose this concentration prepare for careers in team marketing, sponsor relations, event marketing, and league operations.

Faculty

Joshua T. Beck, assistant professor (marketing strategy, social influence). BA, 2007, California State, Fullerton; MS, 2012, PhD, 2014, Washington (Seattle). (2016)

Declan Bolger, instructor (sports marketing). BEd, 1982, London; MS, 1989, Massachusetts, Amherst. (2011)

David M. Boush, professor (marketing management, marketing research, consumer behavior). BA, 1975, Wisconsin, Madison; MBA, 1977, PhD, 1988, Minnesota, Minneapolis. (1987)

Troy H. Campbell, assistant professor (marketing communications, consumer behavior, psychology). BA, 2009, California, Irvine; PhD, 2015, Duke. (2015)

T. Bettina Cornwell, Edwin E. and June Woldt Cone Professor of Marketing (marketing communications, corporate sponsorship, consumer behavior). BA, 1981, Florida State; MBA, 1983, PhD, 1988, Texas, Austin. (2010)

Kay Crider, instructor (marketing, management, business law). BA, 1986, California, Santa Barbara; JD, 1989, Chicago. (2010)

Conor Henderson, assistant professor (marketing strategy). BA, 2008, Gonzaga; MS, 2010, PhD, 2013, Washington (Seattle). (2013)

Robert Madrigal, associate professor (consumer behavior, sports marketing). BA, 1976, MA, 1979, California State, Chico; PhD, 1990, Oregon. (1995)

Katie Mercurio, assistant professor (marketing strategy, branding). BS, 2004, MS, 2006, PhD, 2010, Washington (Seattle). (2012)

Linda L. Price, professor (consumer behavior, marketing theory, marketing communications); Philip H. Knight Chair. BA, 1974, MBA, 1976, Wyoming; PhD, 1983, Texas, Austin. (2016)

Roger B. Rutan, instructor (principles of marketing), BBA, 1969, MBA, 1971, Oregon. (2013)

Ellen Schmidt-Devlin, instructor (sports product management, marketing). BS, 1981, MBA, 2012, Oregon. (2011)

Leah Schneider, instructor (marketing communications). BA, 2005, Brigham Young; PhD, 2016, York. (2015)

Aparna Sundar, assistant professor (marketing research, sports product marketing, marketing management); BA, 2002, Bangalore; MS, 2008, PhD, 2014, Cincinnati. (2015)

Frank Veltri, instructor (consumer behavior, sports marketing, economic impact). BA, 1978, Mayville State; MS, 1984, Minnesota State; MBA, 2007, Colorado State; EdD, 1996, Northern Colorado. (2013)

Whitney R. Wagoner, senior instructor (sports marketing, corporate sponsorship, consumer promotions); program manager, Warsaw Sports Marketing Center. BS, 1996, Oregon; MBA, 2004, New York University. (2004)

Douglas L. Wilson, Peter and Molly Powell Distinguished Senior Instructor of Marketing (business and marketing plan development, market training). BS, 1978, Oregon State; MBA, 1990, Oregon. (1994)

Hong Yuan, associate professor (marketing strategy, marketing research, pricing). BS, 1997, Fudan; MA, 2001, PhD, 2005, Michigan, Ann Arbor. (2013)

Jiao Zhang, associate professor (consumer behavior, judgment, decision making). BS, 1997, MS, 2000, Shanghai Jiao Tong; PhD, 2006, Chicago. (2014)

Emeriti

Gerald S. Albaum, professor emeritus. BA, 1954, MBA, 1958, Washington (Seattle); PhD, 1962, Wisconsin, Madison. (1969)

Roger J. Best, professor emeritus. BSEE, 1968, California State Polytechnic; MBA, 1972, California State, Hayward; PhD, 1975, Oregon. (1980)

Michael F. Dore, instructor emeritus (marketing, advertising); director, undergraduate honors. BS, 1971, MBA, 1972, Southern California. (1996)

Anne M. Forrestel, senior instructor emeritus. BA, 1972, Williams College; MS, 1974, MBA, 1985, Michigan, Ann Arbor. (1997)

Marian Friestad, professor emerita. BA, 1981, MA, 1984, PhD, 1989, Wisconsin, Madison. (1987)

Del I. Hawkins, professor emeritus. BBA, 1966, MBA, 1967, PhD, 1969, Texas. (1970)

Dennis Howard, professor emeritus. BS, 1966, Oregon; MS, 1968, Illinois; PhD, 1974, Oregon State. (1997)

Lynn R. Kahle, professor emerita. BA, 1973, Concordia; MA, 1974, Pacific Lutheran; PhD, 1977, Nebraska. (1983)

Mark M. Phelps, senior instructor emeritus. BS, 1972, JD, 1975, MBA, 1980, Oregon. (1979)

Peter Wright, professor emeritus. BA, 1966, North Carolina State; MBA, 1968, Virginia; PhD, 1971, Pennsylvania State. (1997)

The date in parentheses at the end of each entry is the first year on the University of Oregon faculty.

- **Bachelor of Arts: Business Administration**
- **Bachelor of Science: Business Administration**
- **Minor in Business Administration**

Undergraduate Programs

Academic Requirements

To earn an undergraduate degree in the Lundquist College of Business, a student must be an admitted major in good academic standing with the college and the university. Two sets of requirements must be completed: general university requirements and college requirements.

The college is firmly committed to an undergraduate degree program in business based on a solid foundation in the arts and sciences. Students may not earn two majors in the Lundquist College of Business; in other words, a student who has an undergraduate degree in business administration cannot earn another undergraduate degree from the college. See the **Bachelor's Degree Requirements** section of this catalog for specific requirements for bachelor's degrees and for general-education and university requirements.

Students must satisfy the upper-division business core and major requirements in effect when they are admitted as majors.

For a more detailed explanation of requirements for majors, students should pick up the undergraduate degree programs handout in the Advising Office.

Business Premajor Admission

New students planning to earn a bachelor's degree in the Lundquist College of Business enter the university as business premajors. Transfer students and university students from other majors may become business premajors by submitting a Request for Addition or Deletion Major form, available in the Advising Office. Students who seek premajor status in business should meet with an advisor in the college if their GPA is below 3.00. Business premajors typically are not eligible to take most 300- and 400-level business courses. Business premajor status does not guarantee admission to the accounting or business administration major.

Business premajors typically spend the first two years fulfilling general education and premajor requirements.

Premajor Requirements

Junior Standing

Course work of 90 or more credits must be complete.

Cumulative GPA Requirement

Guaranteed admission requires a 3.00 cumulative grade point average in all college course work, including transfer work. The college includes all course work when calculating the cumulative GPA for admission to the major

Holistic Review

Students who have taken all required business premajor course work but fall slightly below the minimum GPA requirements may be considered for admission under a holistic review process. For more details, interested students may visit an academic advisor in 203 Peterson Hall.

English Competence

International students must have a Test of English as a Foreign Language (TOEFL) score of at least 575 (paper-based test), 233 (computer-based test), 89 (Internet-based test), an International English Language Testing System (IELTS) score of 7.0, or have completed the Academic English for International Students (AEIS) program.

Business Premajor Courses

Code	Title	Credits
Core Courses [1]		
BA 101	Introduction to Business	4
ACTG 211	Introduction to Accounting I	4
ACTG 213	Introduction to Accounting II	4
EC 201	Introduction to Economic Analysis: Microeconomics	4
EC 202	Introduction to Economic Analysis: Macroeconomics	4
Additional Courses [2]		
BA 240	Managing Business Information	4
MATH 241	Calculus for Business and Social Science I	4
MATH 242	Calculus for Business and Social Science II	4
MATH 243	Introduction to Methods of Probability and Statistics	4
Select one of the following:		8
WR 121 & WR 122	College Composition I and College Composition II	
WR 121 & WR 123	College Composition I and College Composition III	
Total Credits		44

1. A 3.00 GPA and a minimum grade of C– in core courses are required for guaranteed admission to the major. Premajor requirements must be taken for letter grades. The university limits retaking of courses in which a P or mid-C or better is earned; a petition will be required.
   When repeating a core course, only the second grade is used in calculating the core GPA. Core courses may be repeated only once (including marks of W, N, F, D, C–).
2. Must be taken for letter grades and passed with grades of C– or better.
3. Once admitted to the University of Oregon, premajor core business courses must be taken at the University of Oregon.

Application to the Major

Students must submit a formal application for admission to the major. Students apply for major status one term before they plan to take upper-division business courses.

Applications are due the first week of the term for admission the following term. To be eligible for admission as a major, a student must apply before the term deadline. Applications are not accepted during summer session. Application forms are available on the college website. Students who are

completing their final term of business premajor requirements may submit applications.

Bachelor of Arts in Business Administration Degree Requirements

Upper-Division Core

Code	Title	Credits
FIN 311	Economic Foundations of Competitive Analysis	4
MKTG 311	Marketing Management	4
FIN 316	Financial Management	4
MGMT 321	Managing Organizations	4
BE 325	Global, Legal, Social Environment of Business	4
OBA 330	Business Statistics	4
OBA 335	Operations Management	4
OBA 340	Business Information Systems	4
BA 352	Leadership and Communication	4
BA 453	Business Strategy and Planning	4
Total Credits		40

Upper-division core courses typically are completed during junior year.

Business Administration Requirements

Code	Title	Credits
Seven business courses from at least three business departments [1]		
General-education requirements		54
Nonbusiness breadth requirement courses [2]		24
Global context courses [3]		12
Total Credits		90

1. Four of the courses may be taken in one concentration area. Concentrations are optional and do not appear on UO academic transcripts or diplomas.
2. Courses should be an interrelated and coherent set consistent with the student's career goals. A nonbusiness minor meets this requirement, as does two years of language study. Nonbusiness breadth plans must be approved and on file in the Advising Office; assistance in planning individualized programs is available in the advising office.
3. Courses focus on international, cultural, historical, political, economic, or social issues of a geographic region and the culture of one country or region other than the student's native country. Language courses beyond the first year satisfy this requirement. Global context plans must be approved by an advisor in the Advising Office.

Concentration: Marketing

Code	Title	Credits
MKTG 390	Marketing Research	4
MKTG 420	Marketing Communications	4
MKTG 435	Consumer Behavior	4
MKTG 490	Marketing Strategy	4
Total Credits		16

Concentration: Sports Business

Code	Title	Credits
MKTG 390	Marketing Research	4
SBUS 450	Sports Marketing	4
Select two of the following:		8
SBUS 455	Financing Sports Business	
SBUS 452	Sports Sponsorship	
SBUS 453	Law and Sports Marketing	
Total Credits		16

Marketing Strategy (MKTG 490) is strongly recommended.

Bachelor of Science in Business Administration Degree Requirements

Upper-Division Core

Code	Title	Credits
FIN 311	Economic Foundations of Competitive Analysis	4
MKTG 311	Marketing Management	4
FIN 316	Financial Management	4
MGMT 321	Managing Organizations	4
BE 325	Global, Legal, Social Environment of Business	4
OBA 330	Business Statistics	4
OBA 335	Operations Management	4
OBA 340	Business Information Systems	4
BA 352	Leadership and Communication	4
BA 453	Business Strategy and Planning	4
Total Credits		40

Upper-division core courses typically are completed during junior year.

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Concentration: Marketing

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SBUS 453	Law and Sports Marketing	
Total Credits		16

Marketing Strategy (MKTG 490) is strongly recommended.

Definitions, Limitations, and Policies

Transfer Students

The sequential nature of this program requires careful academic planning. Students who want to transfer to the college are encouraged to meet with an advisor in the Lundquist College of Business early in their academic careers. Students are admitted to the university as business premajors. Once admitted, they may apply for major status in accordance with the procedure described. Applications are due the first Friday of the term for admission the following term.

Second Bachelor's Degree

A student who has a bachelor's or master's degree in a field of business administration may not earn a second bachelor's degree in business. Students who have earned a nonbusiness degree and want a second degree in a field of business must be admitted to the university as postbaccalaureate nongraduate students. Second-degree candidates must meet the same admission requirements and follow the same application process described.

Students retain business premajor status until admission requirements are completed or waived because of completed course work. Second-degree students must complete the same upper-division requirements as first-degree candidates. The Second Bachelor's Degree section of this catalog, under **Bachelor's Degree Requirements**, lists university requirements for a second bachelor's degree; the Undergraduate Advising office has information about Lundquist College requirements.

Residence Requirement

Students must complete a minimum of 44 upper-division credits in regularly scheduled Lundquist College of Business courses. With the department head's approval, credits may be transferred from other accredited institutions, independent study, or approved courses in other departments. Accounting majors must complete all upper-division accounting courses at the University of Oregon.

Grading

Premajor required courses and upper-division courses must be taken for letter grades and passed with grades of C– or better. See the **Registration and Academic Policies** section of this catalog for an explanation of the university's grading systems.

Upper-Division Courses

Courses for the minor are open to nonmajors, and courses for the certificate in international business communication are open to students whose native language is not English. Only admitted majors in the Lundquist College of Business may enroll in all other 300- and 400-level business courses.

Continuous Progress

Students who do not attend the university for an extended period of time after being admitted as a major may be required to reapply for admission and fulfill current major requirements if the *UO Catalog* for the last year of attendance has expired. See Catalog Expiration and Requirements Policies in the **Reader's Guide to the Catalog** (http://catalog.uoregon.edu/archive/2018-2019/readersguide)**.**

Business Administration Minor

All professions and organizations, public and private, operate according to business principles. Earning a minor in business administration prepares students to participate in organizational conversations and become leaders within their future professions. The minor in business administration is open to students from all majors other than business administration and accounting. Completing the minor requires 24 credits of course work, which can be completed in one academic year.

Students can declare a minor in business administration online at the college's website, where a checklist of requirements can be found. Advising assistance is available in the Undergraduate Advising office.

Twelve upper-division credits must be taken in the Lundquist College of Business. Upper-division business courses must be taken for letter grades. Students must earn a C– or better in all courses taken for a letter grade to fulfill minor requirements. When minor requirements have been completed and notification of application for a degree has been received from the Office of the Registrar, the student is cleared for the minor.

Code	Title	Credits
Lower Division		
BA 101	Introduction to Business	4
ACTG 211	Introduction to Accounting I	4
or BA 215	Accounting: Language of Business Decisions	
Upper Division		
BA 315	Economy, Industry, and Competitive Analysis	4
BA 316	Management: Creating Value through People	4
BA 317	Marketing: Creating Value for Customers	4
BA 318	Finance: Creating Value through Capital	4
Total Credits		24

Four-Year Degree Plan

The degree plan shown is only a sample of how students may complete their degrees in four years. There are alternative ways. Students should consult their advisor to determine the best path for them.

Bachelor of Arts in Business Administration

Course	Title	Credits	Milestones
First Year			
Fall			
BA 101	Introduction to Business	4	Aim for a B or higher. Review the holistic requirements for admission to the major and establish a plan for developing these traits
BA 199	Special Studies: [Topic]	1	Academic Residentia Community or FIG seminar. Attend study abroad and club fairs in first quarter
MATH 111	College Algebra	4	Beginning math course may change per placement or transfer work
TLC 199	Special Studies: [Topic] (Study Skills Workshop)	1	
First term of first-year second-language sequence		5	Two years (six terms) of a language can fulfill both Non-Business Breadth and Global Context requirements for business major
	Credits	15	
Winter			
EC 201	Introduction to Economic Analysis: Microeconomics	4	Aim for a B or higher. Get involved in a club or activity
Second term of first-year second-language sequence		5	Use Career Services to write an evidence-based cover letter and resume
MATH 241	Calculus for Business and Social Science I	4	Meet with a Lundquist Academic advisor to make a long-term plan
WR 121	College Composition I	4	
	Credits	17	
Spring			
EC 202	Introduction to Economic Analysis: Macroeconomics	4	Aim for a B or higher. Access resources for additional academic success (TLC, tutoring)

Third term of first-year second-language sequence		Consider applying for the job shadow program	5
MATH 242	Calculus for Business and Social Science II		4
WR 122 or WR 123	College Composition II or College Composition III	Plan to attend the spring career fair to network and learn	4
	Credits		17
	Total Credits		49

Course	Title	Credits	Milestones
Second Year			
Fall			
ACTG 211	Introduction to Accounting I		Aim for a B or higher. Meet an advisor regarding progress toward admission (203 Peterson) 4
MATH 243	Introduction to Methods of Probability and Statistics		Take a leadership role in club or activity 4
First term of second-year second-language sequence			Learn to use Duck Connect 4-5
Social science course that also satisfies a multicultural requirement			4
	Credits		16-17
Winter			
ACTG 213	Introduction to Accounting II		Aim for a B or higher. Prepare major application materials 4
Arts and letters course that also satisfies a multicultural requirement			See Lundquist Peer Educator about informational interviews (LIL 240) 4
Second term of second-year second-language sequence			Complete a practice interview on interview stream (on Duck Connect) 4-5
General education course in science			4
	Credits		16-17
Spring			
BA 240	Managing Business Information		A 3.00 cumulative and core GPA are required for automatic admission 4
General education courses in arts and letters			Apply for business administrat major within the first week of the term you are completing business premajor requiremer 8
Third term of second-year second-language sequence			Language courses through 203 will be applied toward a Bachelor of Arts. Conduct informational interviews to learn about career options 4-5
	Credits		16-17
	Total Credits		48-51

Course	Title		Credits	Milestones
Third Year				
Fall				
BA 352	Leadership and Communication		4	If studying abroad, select program and finalize term to attend
FIN 311	Economic Foundations of Competitive Analysis		4	Explore concentrati and narrow down your choices
OBA 330	Business Statistics		4	Update resume and have reviewed by Career Services
	Credits		12	
Winter				
FIN 316	Financial Management		4	Attend career fairs throughout the year
MGMT 321	Managing Organizations		4	Apply for summer internships
MKTG 311	Marketing Management		4	Aim to keep cumulative GPA above 3.0 for internships and jobs
General education course in arts and letters			4	
	Credits		16	
Spring				
OBA 340	Business Information Systems		4	Utilize networking events and resources
OBA 335	Operations Management		4	Meet with Lundquist advisor to revise long-term plan to meet academic goals and strategize how to strengthen weak areas for career goals
Upper-division business elective courses			8	
	Credits		16	
	Total Credits		44	

Course	Title		Credits	Milestones
Fourth Year				
Fall				
BE 325	Global, Legal, Social Environment of Business		4	Check in with career advisor regarding strategy for job search (LIL 240)
Upper-division business elective courses			8	Some electives are required to meet 180 credits
Elective course			4	
	Credits		16	
Winter				
BA 453	Business Strategy and Planning		4	Requires senior standing and completion of all 300-level business core classes. Apply for degree completion through DuckWeb
Upper-division business elective courses			8	
	Credits		12	

Spring			
Upper-division business elective courses		Register for commence ceremony	8
Elective course			4
	Credits		12
	Total Credits		40

Bachelor of Science in Business Administration

Course	Title	Milestones	Credits
First Year			
Fall			
BA 101	Introduction to Business	Aim for a B or higher. Review the holistic requirements for admission t the major and establish a plan for developing these traits	4
MATH 111	College Algebra	Beginning math course may change per placement or transfer work. Attend study abroad and club fairs in the first quarter	4
BA 199	Special Studies: [Topic]	Academic Residential Community or FIG seminar	1
Arts and letters course that also satisfies a multicultural requirement		Two years (six terms) of a language can fulfill both Non-business breadth and Global Context requiremer for business major	4
General education course in social science			4
	Credits		17
Winter			
EC 201	Introduction to Economic Analysis: Microeconomics	Aim for a B or higher. Use Career Services to write an evidence-based cover letter and resume	4
MATH 241	Calculus for Business and Social Science I	Meet a Lundquist Academic advisor to make a long-term plan	4
WR 121	College Composition I		4
General education course in arts and letters			4
	Credits		16
Spring			
EC 202	Introduction to Economic Analysis: Macroeconomics	Aim for a B or higher. Consider applying for the job shadow program	4
MATH 242	Calculus for Business and Social Science II	Plan to attend the spring career fair to network and learn	4
WR 122 or WR 123	College Composition II or College Composition III		4

Arts and letters course that also satisfies a multicultural requirement		Access resources for additional academic success (TLC, tutoring)	4
	Credits		16
	Total Credits		49

Course	Title	Milestones	Credits
Second Year			
Fall			
ACTG 211	Introduction to Accounting I	Aim for a B or higher. Meet an advisor regarding progress toward admission (Peterson 203)	4
MATH 243	Introduction to Methods of Probability and Statistics	Take a leadership role in a club or activity	4
General education course in arts and letters with a global context		Learn to use Duck Connect	4
Course with global context subject matter			4
	Credits		16
Winter			
ACTG 213	Introduction to Accounting II	Aim for a B or higher. Prepare major application materials	4
Elective course		Meet Lundquist Peer Educator about informational interviews (LIL 240)	4
General education courses in science		Complete a practice interview on Interview Stream (Duck Connect)	8
	Credits		16
Spring			
BA 240	Managing Business Information	A 3.00 cumulative and core GPA are required for automatic admission	4
Elective courses		Apply for business administration major within the first week of the term you are completing business premajor requirements	8
General education course in science		Conduct informatior interviews to learn about career options. Submit a Non-Business Breadth/ Global Context proposal for approval	4
	Credits		16
	Total Credits		48

Course	Title		Credits	Milestones
Third Year				
Fall				
BA 352	Leadership and Communication		4	If studying abroad, select a program and finalize term to attend
MGMT 321	Managing Organizations		4	Explore concentrati and narrow down your choices
OBA 330	Business Statistics		4	Update resume and have reviewed by Career Services
	Credits		12	
Winter				
FIN 316	Financial Management		4	Attend career fairs throughout the year
MKTG 311	Marketing Management		4	Apply for summer internships
OBA 335	Operations Management		4	Aim for a cumulative GPA above 3.0 for internships, jobs or graduate school
Elective course			4	
	Credits		16	
Spring				
FIN 311	Economic Foundations of Competitive Analysis		4	Utilize networking events and resources
OBA 340	Business Information Systems		4	Meet with Lundquist advisor to revise long-term plan to meet academic goals and strategize how to strengthen weak areas for career goals
Upper-division business elective course			4	
Elective course			4	
	Credits		16	
	Total Credits		44	

Course	Title		Credits	Milestones
Fourth Year				
Fall				
BE 325	Global, Legal, Social Environment of Business		4	Check in with career advisor regarding strategy for job search (LIL 240)
Upper-division business elective courses			12	
	Credits		16	
Winter				
BA 453	Business Strategy and Planning		4	Requires senior standing and completion of all 300-level business core courses. Apply for degree completion through DuckWeb
Upper-division business elective course			4	
Course with global context subject matter			4	
	Credits		12	

Spring		
Upper-division business elective courses	Register for commence ceremony	8
Elective course		4
Credits		12
Total Credits		40

- **Master of Business Administration**
- **Master of Arts**
- **Master of Science**
- **Doctor of Philosophy**

Graduate Programs

Master of Business Administration

302 Peterson Hall
Lillis Business Complex
541-346-3306
541-346-0073 fax

The Lundquist College of Business MBA degree embodies the college's emphasis on interdisciplinary study, experiential learning, research excellence, and a supportive learning environment.

True to this interdisciplinary focus, the MBA curriculum consists of four tracks: innovation and entrepreneurship, finance and securities analysis, sports business, and sustainable business practices. Building on a common core of foundational courses in accounting, decision sciences, finance, management, and marketing, students must choose one of these curricular tracks when applying to the program.

The four tracks of the MBA curriculum are aligned with the college's centers—the Lundquist Center for Entrepreneurship, the Finance and Securities Analysis Center, the Center for Sustainable Business Practices, and the James H. Warsaw Sports Marketing Center. The centers not only promote research collaboration among faculty members from different departments, but they also facilitate student interactions with industry professionals and provide practical, real-world learning opportunities. These include internships, business planning ventures, competitions, and one- or two-term consulting projects in the second year. In addition, the Leadership and Communication Center works with students on professional skills assessment, leadership, and team dynamics as well as presentation and other communication skills, beginning with an extended orientation.

Strong faculty involvement and the state-of-the art facilities of the Lillis Business Complex create an ideal learning environment. An emphasis on group work ensures that students get to know one another and their instructors well. In addition, a strong cohort model aids in developing solid working relationships and strong friendships. Finally, students may choose to enhance their international education by studying abroad in the summer on the Engaging Asia tour.

Virtually all MBA students come to the university with work experience; the average is four years. About one-third are women; two thirds hold a nonbusiness bachelor's degree; and one-fifth are international students. The program draws students from across the United States and 12 to 15 countries.

Two years of full-time study are needed to earn the minimum of 76 credits required for the degree. See **Accelerated Program** for information about the nine- or 11-month accelerated program. See **Administration of the Master's Degree Programs** for admission requirements.

Accelerated Program

The accelerated master's degree program is intensive, allowing outstanding undergraduate business majors from an institution accredited by the Association to Advance Collegiate Schools of Business (AACSB International) to earn an MBA degree in nine or 11 months (three or four terms) by taking 15 courses (a minimum of 45 credits) in three or four terms. Applicants should have full-time work experience. Students must choose one of the four tracks listed above. Admission is accepted for fall, winter, or spring terms.

Master of Science in Finance

302G Peterson Hall
Lillis Business Complex
541-346-8786

The master of science in finance is a 12-month program with an emphasis on valuation and asset management designed for students who recently graduated with majors in science, technology, engineering, mathematics, business, economics, or equivalent subjects.

The curriculum is designed to provide students with insights from the most advanced theoretical and empirical research in finance while attending quarterly professional development seminars. Through the UO's Cameron Center for Finance and Securities Analysis, students have the opportunity to practice securities analysis and portfolio management in a live environment with access to the Pacific Northwest's financial, banking, and investment industry.

Program Requirements

The program requires an undergraduate degree in science, technology, engineering, mathematics, business, economics, or equivalent subjects.

Course Requirements

Students complete the program in 12 months (four terms). The curriculum consists of six core courses plus electives, totaling a minimum of 45 credits. The plan of study for the electives is determined by the student and the program director.

Visit the college's master of science in finance website (https://business.uoregon.edu/ms-finance) for more information.

Oregon Executive MBA

200 SW Market St., Suite L101
Portland, Oregon 97201
503-276-3622
866-996-3622 toll free
503-276-3626 fax
oemba.uoregon.edu
oemba@uoregon.edu (oemba@oemba.uoregon.edu)

The University of Oregon offers the two-year Oregon Executive Master of Business Administration (OEMBA) Program for employed mid- to senior-level executives. Classes are held in Portland every other week. In addition to meeting standard admission criteria, applicants to this program must have substantial managerial experience and corporate

sponsorship. Courses are open only to students who apply and are admitted to this program.

Master of Science or Master of Arts

The master of arts (MA) degree in finance, management, marketing, and operations and business analytics and the master of science (MS) degree in management, marketing, and operations and business analytics are awarded exclusively to students who are enrolled in a PhD program. The MA degree requires competence in a second language. The requirements are as follows:

1. Completion of the AACSB International core areas as specified by the department in the Graduate School of Management in which the majority of specialization takes place. For students without academic preparation in business, completion of the common body of business knowledge usually amounts to satisfying the MBA core courses. The manner in which this requirement is satisfied is determined by the student in consultation with his or her program committee and subject to approval
2. Completion of a minimum of 45 graduate credits beyond the MBA core courses. These should include the following:
   a. A minimum of 18 credits of course work in the primary area of specialization. A majority of this work should be taken in the college. However, specialization is defined by a subject of study and is not limited to courses offered by one department or by the Graduate School of Management
   b. A minimum of 12 credits of course work in a secondary area of study either in the Graduate School of Management or in a related field
   c. A maximum of 15 credits in electives. A maximum of 9 credits of Thesis (503) can be taken at the option of the student and the program committee. For students choosing to complete a thesis, the number of credits taken for the thesis is deducted from the required number of elective credits
   d. A minimum of 27 graduate credits taken in the Graduate School of Management
3. Approval of the proposed program of study by a program committee of at least two faculty members. At least one faculty member must be from the department in which the majority of specialization courses are taken:
   a. The composition of the program committee must be approved by the director of doctoral programs
   b. An approved program of study must be submitted before any courses beyond the common body of business knowledge can be taken
4. If a thesis is undertaken, approval is required by a thesis committee of at least two faculty members. At least one faculty member must be from the department in which the majority of specialization courses is taken
   a. The composition of the thesis committee must be approved by the director of doctoral programs. The thesis committee may have different members than the program committee
   b. A thesis proposal must be approved in writing by all members of the thesis committee and submitted to the assistant dean for graduate programs before substantial work is undertaken on the thesis
   c. In case of disagreement between thesis committee members over the acceptability of the thesis, the issue is resolved by an ad hoc committee of at least three faculty members appointed by the head of the department in which the majority of specialization courses has been taken
5. Computer competence. Details of this requirement appear under **Undergraduate Programs**

Doctoral Programs

Interdisciplinary training is provided in consumer behavior (topics include judgment and decision-making, affect and emotion, values and lifestyles, social identification, and consumer response to deceptive marketing practices) or marketing strategy (topics include advertising, public policy, satisfaction and service recovery, sports marketing and corporate sponsorship, and marketer-consumer coproduction).

The student's program must satisfy the requirements of the Graduate School and the following requirements of the Lundquist College of Business.

The doctoral program requires four to five years of work while in residence on the Eugene campus.

PhD Degree Requirements

Code	Title	Credits
Nine doctoral courses [1]		
Five or more graduate-level statistics courses [2]		
Three graduate-level economics, mathematics, or behavioral science courses [3]		

1. The department specifies the courses. At least three courses must be taken at the University of Oregon after admission to the doctoral program.
2. Grades of mid-B or better are required; none of these courses may be taken pass/no pass. These courses may be taken outside the Lundquist College of Business. At least three courses must be completed at the university after admission to the doctoral program.
3. Courses in these areas of study are subject to final approval by the student's advisory committee and the director of doctoral programs. Each course used to meet this area requirement must be passed with a grade of mid-B or better, and at least two courses must be completed at the university after admission to the doctoral program.

Competence in Specialty

Students are expected to master the literature and techniques in their area of concentration, prepare to write an acceptable dissertation, and perform high-quality research. Competence is demonstrated by passing a departmental written comprehensive examination and by successfully completing one or more required research papers. The department specifies the number of required papers. To be eligible to take a comprehensive examination, students must have completed most of the course work required in the area.

Competence in Statistics and Research Methods

If the department requires an examination in statistics and research methods, it is administered and graded by a committee that includes at least two operations and business analytics faculty members appointed by the director of doctoral programs.

Examinations

Students must pass one written comprehensive examination in their area of concentration. Examinations are graded *high pass*, *pass*, or *no pass*. For examinations given in separate and predesignated parts, the grade

may apply to each subpart. All grades are outright; a conditional pass is not permitted.

In the event of failure, a student may be allowed to retake a comprehensive examination or predesignated subpart one time, at the discretion of the department in which the student is majoring. Normally, the examination or predesignated subpart should be retaken during the term following the initial attempt, but it may be taken no sooner than two months after the initial attempt. Failure to pass the comprehensive examination or a subpart on the second attempt results in automatic termination from the PhD program.

Advancement to Candidacy

The student is advanced to candidacy for the PhD degree after satisfying the preceding requirements and upon recommendation by his or her advisory committee to the Lundquist College of Business and to the Graduate School. Advancement must occur no later than three years after the student's entry into the doctoral program.

Dissertation

The student must complete a dissertation embodying the results of research and showing evidence of originality and ability in independent investigation. The dissertation must show mastery of the literature and techniques, be written in creditable literary form, and make a contribution to knowledge.

The student is responsible for formation of a dissertation committee, subject to approval by the Lundquist College of Business and the Graduate School of the university. This committee includes at least three regular faculty members of the college and at least one member from outside the college. The chair of the committee serves as the student's primary dissertation advisor. Before the dissertation topic is accepted by the dissertation committee, the student makes an oral presentation and defense of the research proposal and design. When the topic is accepted by the committee, a copy of the proposal, signed as approved by the committee, is placed in the candidate's file.

The dissertation must be completed within four years of the student's advancement to candidacy. Upon petition to and approval by the PhD program committee and the Graduate School, this period may be extended for one year. Failure to complete the dissertation within this time period invalidates the student's comprehensive examinations and advancement to candidacy. The student must successfully defend the completed dissertation in a public oral examination and defense before the dissertation committee.

Grade Point Average (GPA)

The student must maintain a cumulative GPA of 3.00 or higher in graduate courses.

Termination from Program

A student's participation in the PhD program may be terminated under one or more of the following conditions:

- failure to make satisfactory progress toward advancement to candidacy
- a GPA below 3.00 for two consecutive terms
- failure to complete a dissertation within four years after advancement to candidacy

The decision to terminate will be made by the director of the PhD program after consultation with the PhD coordinator and faculty members of the department in which the student is majoring.

A student dropped from the program is notified in writing, with reasons for termination clearly explained, and a copy of the letter is placed in the student's file. The student has the right to appeal the termination decision by submitting a petition to the senior associate dean for academic affairs.

Waivers

Waiver of any of the above requirements is permitted only in exceptional instances and with the approval of the candidate's program committee, the PhD program committee, and the director of PhD programs. Under no circumstances can requirements of the Graduate School be waived by the Lundquist College of Business.

Courses

MKTG 199. Special Studies: [Topic]. 1-5 Credits.
Repeatable when the topic changes.

MKTG 311. Marketing Management. 4 Credits.
Product, price, promotion, and distribution decisions in consumer and industrial markets. Market segmentation, product positioning for goods and services. Marketing strategy and management. Product life cycles. Students cannot receive credit for both MKTG 311 and MKTG 311H.
Prereq: BA 240, BA 308.

MKTG 311H. Marketing Management. 4 Credits.
Explores marketing strategy and tactics for profit and nonprofit organizations including start-ups and global firms. Uses cases and projects; requires intense student participation. Students cannot receive credit for both MKTG 311 and MKTG 311H.
Prereq: open only to students in the LCB honors program.

MKTG 390. Marketing Research. 4 Credits.
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.
Prereq: MKTG 311.

MKTG 401. Research: [Topic]. 1-21 Credits.
Repeatable.

MKTG 405. Reading and Conference: [Topic]. 1-21 Credits.
Repeatable.

MKTG 406. Special Problems: [Topic]. 1-4 Credits.
Repeatable.

MKTG 407. Seminar: [Topic]. 4 Credits.
Repeatable.

MKTG 409. Practicum: [Topic]. 1-21 Credits.
Repeatable.

MKTG 410. Experimental Course: [Topic]. 1-4 Credits.
Repeatable when the topic changes. Recent topics include Marketing and Sustainability, Sales Management and Personal Selling.

MKTG 420. Marketing Communications. 4 Credits.
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.
Prereq: MKTG 311.

MKTG 435. Consumer Behavior. 4 Credits.
Applications of social science concepts to the understanding of consumers and to the optimal delivery of products and services.
Prereq: MKTG 311.

MKTG 445. Entrepreneurial Marketing. 4 Credits.
Techniques for analyzing and developing new markets. Pricing, communicating, and distributing new products or services with limited resources. Developing marketing plans for new ventures.
Prereq: MKTG 311.

MKTG 470. International Marketing. 4 Credits.
Analysis and development of marketing strategy and tactics for multinational and global markets.
Prereq: one from BA 317, MKTG 311, 311H.

MKTG 490. Marketing Strategy. 4 Credits.
Capstone marketing course. Primary focus on developing and implementing marketing strategies and determining their impact on customer satisfaction and profitability.
Prereq: MKTG 390; MKTG 420 or SBUS 452.

MKTG 503. Thesis. 1-16 Credits.
Repeatable.

MKTG 510. Experimental Course: [Topic]. 1-4 Credits.
Repeatable when the topic changes. A recent topic includes Marketing and Sustainability.

MKTG 601. Research: [Topic]. 1-16 Credits.
Repeatable.

MKTG 603. Dissertation. 1-16 Credits.
Repeatable.

MKTG 605. Reading and Conference: [Topic]. 1-16 Credits.
Repeatable.

MKTG 607. Seminar: [Topic]. 1-5 Credits.
Repeatable.

MKTG 608. Special Topics: [Topic]. 1-12 Credits.
Repeatable.

MKTG 609. Practicum: [Topic]. 1-16 Credits.
Repeatable.

MKTG 610. Experimental Course: [Topic]. 1-5 Credits.
Repeatable when the topic changes. Recent topics include New Product Development, Brand Strategy.

MKTG 612. Marketing Management. 3 Credits.
Marketing Management addresses market analysis and segmentation, targeting, and positioning. Emphasis is on marketing strategies designed to deliver superior customer value and achieve organizational objectives.

MKTG 660. Marketing Research. 3 Credits.
Marketing research as a tool for decision-making. Planning research projects; design, measurement, experimental and nonexperimental techniques, analysis and interpretation of data; reporting research results.
Prereq: completion of first-year MBA core.

MKTG 665. Marketing Strategy. 3 Credits.
Relationship between marketing and other functional areas of a business. Emphasis on case analysis as a means of acquiring both planning and operational skills.
Prereq: completion of first-year MBA core.

MKTG 687. Theory and Research in Marketing Management. 3 Credits.
Application of marketing concepts and of economics, management science, and behavioral science to the management of the product, price, promotion, and distribution variables.
Prereq: doctoral standing.

MKTG 689. Theory and Research in Consumer Behavior. 3 Credits.
The applicability of behavioral theories and methodologies to the understanding of the consumption process.
Prereq: doctoral standing.

Courses

SBUS 199. Special Studies: [Topic]. 1-4 Credits.
Repeatable. Recent topics include Sports, Business, and Society.

SBUS 401. Research: [Topic]. 1-4 Credits.
Repeatable.

SBUS 405. Readings and Conference: [Topic]. 1-4 Credits.
Repeatable.

SBUS 406. Special Problems: [Topic]. 4 Credits.
Repeatable.

SBUS 407. Seminar: [Topic]. 4 Credits.
Repeatable.

SBUS 409. Practicum: [Topic]. 1-4 Credits.
Repeatable.

SBUS 410. Experimental Course: [Topic]. 1-4 Credits.
Repeatable.
Prereq: one course from BA 317, MKTG 311, MKTG 311H.

SBUS 450. Sports Marketing. 4 Credits.
Essentials of effective sports marketing. Includes research, segmentation, product development, pricing, licensing, and communication channels such as advertising, sales promotion, and publicity.
Prereq: MKTG 311.

SBUS 452. Sports Sponsorship. 4 Credits.
Detailed consideration of the relationship between sports and corporate sponsorship programs. Focuses on alignment marketing, sponsor value, and sponsorship evaluation.
Prereq: MKTG 311 or 311H.

SBUS 453. Law and Sports Marketing. 4 Credits.
Law and sports marketing, including contracts, legal aspects of licensing, relations with agents, intellectual properties law. Public policy issues.
Prereq: MKTG 311 or 311H.

SBUS 455. Financing Sports Business. 4 Credits.
Revenue sources for sports organizations. Includes conventional sources (e.g., tax support, bonds, ticket, media, concession sales) and innovations (e.g, initial public offerings, seat licenses, naming rights).
Prereq: MKTG 311 or 311H.

SBUS 510. Experimental Course: [Topic]. 1-4 Credits.
Repeatable.

SBUS 601. Research: [Topic]. 1-4 Credits.
Repeatable.

SBUS 605. Reading: [Topic]. 1-4 Credits.
Repeatable.

SBUS 607. Seminar: [Topic]. 1-4 Credits.
Repeatable.

SBUS 608. Special Topics: [Topic]. 1-4 Credits.
Repeatable.

SBUS 609. Practicum: [Topic]. 1-9 Credits.
Repeatable.

SBUS 610. Experimental Course: [Topic]. 3 Credits.
Repeatable. A recent topic is Sports Product Branding, Product Line Management.

SBUS 645. Sports Product. 3 Credits.
Examines the companies and organizations of the international sports product industry: manufacturing innovation, company management, branding, retail and wholesale.

SBUS 650. Marketing Sports Properties. 3 Credits.
Examines essentials of effective sports marketing. Includes product or property development, legal aspects, segmentation, pricing, and communication channels (e.g., broadcast media).
Prereq: completion of first-year M.B.A. core.

SBUS 652. Sports Sponsorship Alliances. 3 Credits.
Detailed consideration of the relation between sports, law, and corporate sponsorship programs. Focuses on alignment marketing issues, strategic communication through sponsorship, sponsor value, and sponsorship valuation.
Prereq: completion of first-year MBA core.

SBUS 653. Legal Aspects of Sports Business. 3 Credits.
Examines social responsibility and legal concepts in sports management including constitutional regulatory powers, individual participation rights, drug testing, antitrust, labor rights, intellectual property rights, sponsorships, product and event liability.

SBUS 655. Economic Aspects of Sports. 3 Credits.
Comprehensive coverage of traditional and innovative revenue methods available to sports organizations from public and private sources. Detailed consideration of venue-based income sources (e.g., premium seating, permanent seat licenses).
Prereq: completion of first-year MBA core.