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 (business strategy, international marketing). BA, 2007, California State; MS, 2012, PhD, 2014, Washington (Seattle). (2016)

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

John Clithero, assistant professor. BA, 2005, Pomona College; MA, 2007, PhD, 2011, Duke. (2018)

T. Bettina Cornwell, professor (advertising, corporate sponsorship), Judy and Hugh Oliphant Chair in Sports Business; academic director, James H. Warsaw Sports Marketing Center. BA, 1981, Florida State; MBA, 1983, PhD, 1988, Texas, Austin. (2010)

Kay Crider, instructor (business law, environmental law). BA, 1986, California, Santa Barbara; JD, 1989, Illinois Institute of Technology. (2010)

Yoav Dubinsky, instructor (sports marketing, place branding, public diplomacy). BA, 2006, MA, 2008, Tel Aviv; MA, 2011, Peloponnese; PhD, 2015, Tennessee. (2018)

Joshua A. Gordon, senior instructor (strategy, consensus building); director, minors program and undergraduate sports business; undergraduate program manager, James H. Warsaw Sports Marketing Center. BA, 1995, Massachusetts, Amherst; MA, 2005, Massachusetts, Boston; JD, 2008, Suffolk. (2013)

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

Noelle Nelson, assistant professor. BS, 2006, PhD, 2012, Minnesota, Twin Cities. (2008)

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

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

Leah Schneider, senior instructor (marketing communications). BA, 2005, Brigham Young; PhD, 2017, York. (2015)

Frank Veltri, instructor (consumer behavior, sports marketing, economic impact). BA, 1978, Mayville State; MA, 1984, Minnesota State, Mankato; EdD, 1997, Northern Colorado; MBA, 2007, Colorado State. (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 plan development, marketing plan development). BS, 1978, Oregon State; MBA, 1990, Oregon. (1994)

Hong Yuan, associate professor (behavior economics, pricing); director, Business Research Institute; coordinator, doctoral program. BS, 1997, Fudan; MA, 2001, PhD, 2005, Michigan, Ann Arbor. (2013)

Jiao Zhang, associate professor (behavior decision theory, international marketing). 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 emeritus. 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**
- **Concentration in** (p.) **Marketing** (p.)
- **Concentration in** (p.) **Sports Business** (p.)
- **Minors**

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 typically 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.

Admitted 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 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.

First-Year Direct Admission

Direct admission is only offered to first-year students who are entering in the fall term and list their intended major as business administration. The University of Oregon considers a number of factors when making direct admissions decisions, including high school GPA, strength of academic course work, test scores, and ability to enhance the diversity of the university. Students selected for direct admission will need to complete the lower-division course requirements but will not need to apply to the major like other students interested in business administration or accounting.

Business Premajor Courses

Premajor core business courses must be taken at the University of Oregon.

In addition, international students are required to take Academic English for International Students (AEIS) courses or produce English language proficiency test scores (575 on the TOEFL paper-based test, 89 on the TOEFL internet-based test, or 7.0 in the IELTS).

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 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		40

1 A 3.00 cumulative GPA (including both UO and transfer course work) 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 is 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.

Application to the Major

Students seeking admission through the standard pathway must submit a formal application for admission to the major one term prior to enrolling in upper-division business courses. Typically this takes place in the term they are completing their lower-division requirements. To be eligible for admission as a major, a student must apply before the term deadline. Applications are due the first week of the term for admission the following term. Applications are not accepted during summer session. Students who are completing their final term of business premajor requirements may submit applications.

The following documents are required for admission:

1. Completed application form (https://business.uoregon.edu/ug/apply/major)
2. Academic transcripts or proof of enrollment
3. A cover letter and résumé
4. Short answer essays

Bachelor of Arts in Business Administration Degree Requirements

Upper-Division Core

Code	Title	Credits
BA 308	Leadership and Communication	4
BA 325	Business Law and Ethics	4
BA 453	Business Strategy and Planning	4
FIN 311	Economic Foundations of Competitive Analysis	4
FIN 316	Financial Management	4
MGMT 321		4
MKTG 311	Marketing Management	4
OBA 311	Business Analytics I	4
OBA 312	Business Analytics II	4
OBA 335	Operations Management	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 Business	
Total Credits		16

Marketing Strategy (MKTG 490) is strongly recommended.

Bachelor of Science in Business Administration Degree Requirements

Upper-Division Core

Code	Title	Credits
BA 308	Leadership and Communication	4
BA 325	Business Law and Ethics	4
BA 453	Business Strategy and Planning	4
FIN 311	Economic Foundations of Competitive Analysis	4
FIN 316	Financial Management	4
MGMT 321		4
MKTG 311	Marketing Management	4
OBA 311	Business Analytics I	4
OBA 312	Business Analytics II	4
OBA 335	Operations Management	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 Business	
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/2019-2020/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, accounting, and general social science with a concentration in applied economics, business, and society. Completing the minor requires 24 credits of course work, which can be completed in one academic year.

Students may 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 Office of Undergraduate Advising.

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
BA 101	Introduction to Business [1]	4
BA 215	Accounting: Language of Business Decisions [2]	4
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 [3]	4
or FIN 316	Financial Management	
Total Credits		24

1. Must be taken before the other required minor courses.
2. Must be taken before Finance: Creating Value through Capital (BA 318).
3. Financial Management (FIN 316) may be substituted by economics majors who have maintained a 3.00 GPA.

Entrepreneurship Minor

The minor in entrepreneurship is intended for nonbusiness students who want to learn about innovation processes and the managerial and leadership skills required to create a new venture. The entrepreneurship minor gives students the opportunity to envision, develop, test, and build a for-profit or nonprofit venture working within an interdisciplinary framework of exploration and self-discovery. The minor in entrepreneurship is open to students from all majors except business administration, accounting, and general social science with a concentration in applied economics, business, and society. Completing the minor requires 24 credits of course work, which can be completed in one academic year.

Students may declare a minor in entrepreneurship online at the college's website (https://business.uoregon.edu/ug/minors/entrepreneurship), where a checklist of requirements can be found. Advising assistance is available in the Office of Undergraduate Advising.

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
BA 101	Introduction to Business [1]	4
MGMT 335	Launching New Ventures	4
MKTG 445	Entrepreneurial Marketing	4
ACTG 340	Accounting for Entrepreneurs	4
Two elective courses from an approved list		8
Total Credits		24

1. Must be taken before the other required minor courses

Sports Business Minor

The sports business minor develops skills in teamwork, writing, and oral communications with an emphasis on providing core business competencies to those pursuing sports industry–related careers. The minor is intended to provide baseline business skills and knowledge to students who are not intending to pursue a sports business career per se, but rather are pursuing sports-related professional paths in which business acumen is a supporting skill (e.g., sports journalist, sports psychologist, sportswear designer). The minor in sports business is open to students from all majors except business administration, accounting, and general social science with a concentration in applied economics, business, and society. Completing the minor requires 24 credits of course work, which can be completed in one academic year.

Students may declare a minor in sports business online at the college's website (https://business.uoregon.edu/ug/minors/sports-business), where a checklist of requirements can be found. Advising assistance is available in the Office of Undergraduate Advising.

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
BA 101	Introduction to Business [1]	4
BA 316	Management: Creating Value through People	4
BA 317	Marketing: Creating Value for Customers	4
Two sports business (SBUS) courses approved by an advisor.		8
One elective course from an approved list.		4
Total Credits		24

1. Must be taken before the other required minor courses.

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	Aim for a B or higher. Review the holistic requirements for admission to the major and establish a plan for developing these traits	4

BA 199	Special Studies: [Topic]	Academic Residentia Community or FIG seminar. Attend study abroad and club fairs in first quarter	1
MATH 111	College Algebra	Beginning math course may change per placement or transfer work	4
TLC 199	Special Studies: [Topic] (Study Skills Workshop)		1
First term of first-year second-language sequence		Two years (six terms) of a language can fulfill both Non-Business Breadth and Global Context requirements for business major	5
	Credits		15
Winter			
EC 201	Introduction to Economic Analysis: Microeconomics	Aim for a B or higher. Get involved in a club or activity	4
Second term of first-year second-language sequence		Use Career Services to write an evidence-based cover letter and resume	5
MATH 241	Calculus for Business and Social Science I	Meet with a Lundquist Academic advisor to make a long-term plan	4
WR 121	College Composition I		4
	Credits		17
Spring			
EC 202	Introduction to Economic Analysis: Macroeconomics	Aim for a B or higher. Access resources for additional academic success (TLC, tutoring)	4
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	If studying abroad, select program and finalize term to attend	4	
FIN 311	Economic Foundations of Competitive Analysis	Explore concentrati and narrow down your choices	4
OBA 330	Update resume and have reviewed by Career Services	4	
	Credits		12
Winter			
FIN 316	Financial Management	Attend career fairs throughout the year	4
MGMT 321	Apply for summer internships	4	
MKTG 311	Marketing Management	Aim to keep cumulative GPA above 3.0 for internships and jobs	4
General education course in arts and letters			4
	Credits		16
Spring			
OBA 340	Utilize networking events and resources	4	

OBA 335	Operations Management	Meet with Lundquist advisor to revise long-term plan to meet academic goals and strategize how to strengthen weak areas for career goals	4
Upper-division business elective courses			8
	Credits		16
	Total Credits		44

Course	Title	Credits	Milestones
Fourth Year			
Fall			
BE 325	Check in with career advisor regarding strategy for job search (LIL 240)	4	
Upper-division business elective courses		Some electives are required to meet 180 credits	8
Elective course			4
	Credits		16
Winter			
BA 453	Business Strategy and Planning	Requires senior standing and completion of all 300-level business core classes. Apply for degree completion through DuckWeb	4
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	Credits	Milestones
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		Credits Milestones
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	If studying abroad, select a program and finalize term to attend	4	
MGMT 321	Explore concentrations and narrow down your choices	4	
OBA 330	Update resume and have reviewed by Career Services	4	
	Credits		12
Winter			
FIN 316	Financial Management	Attend career fairs throughout the year	4
MKTG 311	Marketing Management	Apply for summer internships	4
OBA 335	Operations Management	Aim for a cumulative GPA above 3.0 for internships, jobs or graduate school	4
Elective course			4
	Credits		16
Spring			
FIN 311	Economic Foundations of Competitive Analysis	Utilize networking events and resources	4
OBA 340	Meet with Lundquist advisor to revise long-term plan to meet academic goals and strategize how to strengthen weak areas for career goals	4	
Upper-division business elective course			4
Elective course			4
	Credits		16
	Total Credits		44

Course	Title	Credits	Milestones
Fourth Year			
Fall			
BE 325	Check in with career advisor regarding strategy for job search (LIL 240)	4	
Upper-division business elective courses			12
	Credits		16

Winter			
BA 453	Business Strategy and Planning	Requires senior standing and completion of all 300-level business core courses. Apply for degree completion through DuckWeb	4
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 Science in Finance**
- **Oregon Executive MBA**
- **Master of Science in Sports Product Management**
- **Master of Arts**
- **Master of Science**
- **Doctor of Philosophy**

Graduate Programs

Master of Business Administration

https://business.uoregon.edu/mba

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

The Charles H. 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 five tracks: advanced strategy and leadership, 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, marketing, and operations and business analytics, students choose one of these curricular tracks when applying to the program.

Four of the tracks of the MBA curriculum are aligned with the college's centers—the Lundquist Center for Entrepreneurship, the Cameron Center for Finance and Securities Analysis, 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.

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-sixth 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 the website (https://business.uoregon.edu/executive-mba) for more information and admission requirements.

Accelerated Program

The accelerated master's degree program is intensive, allowing outstanding undergraduate majors in business, economics, or students of the science, technology, engineering, and mathematics (STEM) curriculum from an accredited institution to earn an MBA degree in nine or 15 months by taking 15 courses (a minimum of 45 credits) in three or four terms. Applicants should have a strong overall academic record and significant full-time work experience. Students choose one of the five tracks listed above. See the website (https://business.uoregon.edu/mba/degree-programs/accelerated) for more information.

Program Requirements

- Oregon MBA application (https://business.uoregon.edu/mba/admissions) (statement of purpose, two professional recommendations, résumé)
- University of Oregon Graduate School application
- GMAT or GRE scores
- Transcripts
- Proof of English language proficiency (TOEFL, IELTS, PTE scores) for applicants whose native language in not English

Master of Science in Finance

302G Peterson Hall
Lillis Business Complex
541-346-8925
msfinfo@uoregon.edu

The master of science in finance is a 12-month degree 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. Applications are evaluated holistically; this includes the essay, recommendations, and list of experience—not merely test scores and grades.

The following accomplishments fit the profile for a typical master of finance student:

- GMAT score of 620, GRE score of 310 (not the minimum requirements)
- grade point average of 3.20 on a four-point scale (not the minimum requirement)
- a four-year undergraduate degree

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

109 NW Naito Parkway
Portland, Oregon 97209
503-412-3777
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. For more information, visit the website (https://business.uoregon.edu/executive-mba). For admission criteria and deadlines, visit the admissions website (https://business.uoregon.edu/mba/admissions).

Master of Science in Sports Product Management

109 NW Naito Parkway
Portland, Oregon 97209
503-412-3777
uospm@uoregon.edu

The degree program leading to a master of science in sports product management is designed for experienced professionals looking to advance their careers by learning about the design and manufacture of sports-related products. Students learn from leading industry professionals in the sports and outdoor product industry, while instructors and guest speakers bring a wealth of real-world experience to the classroom. A 50-member advisory board of senior industry executives continually shape the content and direction of the program to align with industry needs. The curriculum is available online or full-time. For more information, visit the website (https://business.uoregon.edu/spm/masters). For admission criteria and deadlines, visit the admissions website (https://business.uoregon.edu/spm/apply).

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

Hong Yuan, Program Coordinator
477 Lillis
541-346-3196

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.

For more information, visit the website (https://business.uoregon.edu/phd/concentrations/marketing).

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.

Marketing 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.

Sports Business Courses

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

SBUS 250. Sports Business and Society. 4 Credits.
This course provides an interdisciplinary treatment of the intersection of sports business and society. It reviews the broader sociology of sport and the critical role sport has played on issues of gender and race both domestically and globally.
Prereq: BA 101.

SBUS 401. Research: [Topic]. 1-4 Credits.
Repeatable up to three times for a total of 16 credits.

SBUS 405. Readings and Conference: [Topic]. 1-4 Credits.
Repeatable up to three times for a total of 16 credits.

SBUS 406. Special Problems: [Topic]. 4 Credits.
Repeatable up to three times for a total of 16 credits.

SBUS 407. Seminar: [Topic]. 4 Credits.
Repeatable up to three times for a total of 16 credits.

SBUS 409. Practicum: [Topic]. 1-4 Credits.
Repeatable up to five times.

SBUS 410. Experimental Course: [Topic]. 1-4 Credits.
Repeatable up to three times for a total of 16 credits.
Prereq: MKTG 311/MKTG 311H or BA 317

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 Business. 4 Credits.
Core legal principles across the sports business spectrum to improve risk and strategic management capabilities, competitive advantage, and critical negotiations.
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 456. Sports Brand Management. 4 Credits.
An integrative course that supports skills development for success in managing sports-related businesses and brands. It utilizes critical thinking, creative imagining and professional writing in developing capabilities used in businesses aligned with or in sports.
Prereq: MGMT 321 or BA 316 and MKTG 311 or BA 317.

SBUS 510. Experimental Course: [Topic]. 1-4 Credits.
Repeatable up to three times for a total of 16 credits.

SBUS 601. Research: [Topic]. 1-4 Credits.
Repeatable up to three times for a total of 16 credits.

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

SBUS 607. Seminar: [Topic]. 1-4 Credits.
Repeatable up to five times.

SBUS 608. Special Topics: [Topic]. 1-4 Credits.
Repeatable up to three times for a total of 16 credits.

SBUS 609. Practicum: [Topic]. 1-9 Credits.
Repeatable up to three times for a total of 16 credits.

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.