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.

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
BA 199	Special Studies: [Topic]	Attend study abroad and club fairs	1
MATH 111	College Algebra		4
TLC 199	Special Studies: [Topic] (Study Skills Workshop)		1
First term of first-year second-language sequence			5
Review the holistic requirements for admission to the major and establish a plan for developing these traits			
	Credits		**15**
Winter			
EC 201	Introduction to Economic Analysis: Microeconomics	Get involved in a club	4
Second term of first-year second-language sequence		Use Career Services	5
MATH 241	Calculus for Business and Social Science I		4
WR 121	College Composition I		4
Meet with a Lundquist Academic advisor to make a long-term plan			
	Credits		**17**
Spring			
EC 202	Introduction to Economic Analysis: Macroeconomics	Access tutoring resources	4
Third term of first-year second-language sequence		Consider 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	Attend the spring career fair	4
	Credits		**17**
	Total Credits		**49**

Course	Title	Credits	Milestones
Second Year			
Fall			
ACTG 211	Introduction to Accounting I		4
MATH 243	Introduction to Methods of Probability and Statistics	Leadership role in club	4
First term of second-year second-language sequence		Learn Duck Connect	4-5
Social science course that also satisfies a multicultural requirement			4
Meet an advisor regarding progress toward admission			
	Credits		**16-17**
Winter			
ACTG 213	Introduction to Accounting II	Prepare major application	4
Arts and letters course that also satisfies a multicultural requirement			4
Second term of second-year second-language sequence		Complete a practice interview	4-5
General education course in science			4
See Lundquist Peer Educator about informational interviews			
	Credits		**16-17**
Spring			
BA 240	Spreadsheet Analysis and Visualization		4
General education courses in arts and letters			8
Third term of second-year second-language sequence		Conduct informational interviews	4-5
Apply for business administration major within the first week of the term you are completing business premajor requirements			
	Credits		**16-17**
	Total Credits		**48-51**

Course	Title	Credits	Milestones
Third Year			
Fall			
FIN 311	Economic Foundations of Competitive Analysis	Explore concentrations	4
OBA 311	Business Analytics I		4
BA 308	Leadership and Communication		4
	Credits		**12**
Winter			
FIN 316	Financial Management	Attend career fairs	4
MKTG 311	Marketing Management		4
General education course in arts and letters			4
MGMT 311	Managing People in Organizations		4
	Credits		**16**

Spring			
OBA 335	Operations Management		4
OBA 312	Business Analytics II		4
Upper-division business elective courses			8
Meet with Lundquist advisor to revise long-term plan to meet academic goals and strategize how to strengthen weak areas for career goals			
	Credits		**16**
	Total Credits		**44**

Course	Title		Credits
Fourth Year			
Fall			
Upper-division business elective courses			8
Elective course			4
BA 325	Business Law and Ethics		4
	Credits		**16**
Winter			
BA 453	Business Strategy and Planning	Apply for graduation	4
Upper-division business elective courses			8
	Credits		**12**
Spring			
Upper-division business elective courses		Register for commence	8
Elective course			4
	Credits		**12**
	Total Credits		**40**

Bachelor of Science in Business Administration

Course	Title		Credits
First Year			
Fall			
BA 101	Introduction to Business		4
MATH 111	College Algebra (Attend study abroad and club fairs in the first quarter)		4
BA 199	Special Studies: [Topic]		1
Arts and letters course that also satisfies a multicultural requirement			4
General education course in social science			4
Review the holistic requirements for admission to the major and establish a plan for developing these traits			
	Credits		**17**
Winter			
EC 201	Introduction to Economic Analysis: Microeconomics	Use Career Services	4
MATH 241	Calculus for Business and Social Science I		4
WR 121	College Composition I		4
General education course in arts and letters			4
Meet a Lundquist Academic advisor to make a long-term plan			
	Credits		**16**
Spring			
EC 202	Introduction to Economic Analysis: Macroeconomics	Consider the job shadow program	4
MATH 242	Calculus for Business and Social Science II	Attend the spring career fair	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 tutoring resources	4
	Credits		**16**
	Total Credits		**49**

Course	Title		Credits
Second Year			
Fall			
ACTG 211	Introduction to Accounting I		4
MATH 243	Introduction to Methods of Probability and Statistics	Leadership role in a club	4
General education course in arts and letters with a global context		Learn Duck Connect	4
Course with global context subject matter			4
Meet an advisor regarding progress toward admission			
	Credits		**16**
Winter			
ACTG 213	Introduction to Accounting II	Prepare major application	4
Elective course			4
General education courses in science		Complete a practice interview	8
Meet Lundquist Peer Educator about informational interviews			
	Credits		**16**
Spring			
BA 240	Spreadsheet Analysis and Visualization	Conduct informatior interviews	4
Elective courses			8
General education course in science			4
Apply for business administration major within the first week of the term you are completing business premajor requirements			

Submit a Non-Business Breadth/Global Context proposal for approval			
	Credits		**16**
	Total Credits		**48**

Course	Title		Credits Milestones
Third Year			
Fall			
BA 308	Leadership and Communication		4
MGMT 311	Managing People in Organizations		4
OBA 312	Business Analytics II		4
	Credits		**12**
Winter			
FIN 316	Financial Management	Attend career fairs	4
MKTG 311	Marketing Management	Apply for internships	4
OBA 335	Operations Management		4
Elective course			4
	Credits		**16**
Spring			
FIN 311	Economic Foundations of Competitive Analysis	Utilize networking events	4
Upper-division business elective course			4
OBA 311	Business Analytics I		4
Elective course			4
	Credits		**16**
	Total Credits		**44**

Course	Title		Credits Milestones
Fourth Year			
Fall			
BA 325	Business Law and Ethics		4
Upper-division business elective courses			12
	Credits		**16**
Winter			
BA 453	Business Strategy and Planning	Apply for graduation	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	8
Elective course			4
	Credits		**12**
	Total Credits		**40**

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 395. Marketing Analytics. 4 Credits.
Covers three pillars of analytics—descriptive, predictive, prescriptive—within the marketing context. Linear and logistic regression, clustering, customer choice, conjoint, natural language processing, and machine learning methods to drive marketing decisions.
Prereq: MKTG 311 or BA 317.

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 or BA 317, MGMT 335.

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 250N. 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 255. The Business of the Olympic Games. 4 Credits.
An introduction to the contemporary global business model of the Olympic Games including finance economic impact, sales, sponsorship, media technology, government relations, sustainability regional impact, socio-political context, diversity inclusion.

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 four 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: BA 101.

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.