

FORESTRY

Renewable Materials: Marketing and Management Associate of Science

PROGRAM MISSION

The Marketing and Management option provides students with the skills to manage organizations or devise new marketing strategies to compete in the global wood products industry. Students study business principles and how to apply them to growing wood products industry. They may initially go into sales for a wood products company, or other business-related positions. Their knowledge of the science and structure of wood will give them a leg up in the job market.

PROGRAM DESCRIPTION

The Management & Marketing option provides the skills to manage organizations to be competitive in the global renewable materials marketplace or develop innovative and effective marketing programs for green products.

PROGRAM OUTCOMES

This UCC program aligns with the programs offered through the OSU College of Forestry Program. UCC students that complete the Renewable Materials: Marketing and Management AS degree in Forestry will have the knowledge, skills, and abilities to:

1. Demonstrate ability to find, compile, analyze and communicate technical information
2. Demonstrate basic knowledge of wood and similar renewable materials that make them challenging to utilize as industrial and building materials
3. Recognize the diverse complexity of the Renewable Materials industry, and the challenges it faces with balancing business and environmental goals
4. Develop an understanding of innovative and effective marketing programs for green products

CAREER CONSIDERATIONS

Marketing and Management professionals work as business leaders in the forest products sector.

NOTES:

- ¹ NR 201 can be substituted for FOR 111
- ² ENGR 112 can be substituted for FOR 112
- ³ MTH 111 is pre-req for MTH241 and MTH 112 is pre-req for MTH 251
- ⁴ One Arts & Letters elective must be Cultural Diversity. See following link for OSU Perspective requirements for General Education: <https://main.oregonstate.edu/baccalaureate-core/transfer-students>

PROGRAM COURSE REQUIREMENTS

Year One

CH 104 or CH 221	Introductory Chemistry General Chemistry	4-5
CH 105 or CH 222	Introductory Chemistry General Chemistry	4-5
ENGR 111	Engineering Orientation I	3
ENGR 245	Engineering Graphics: SolidWorks	3
FES 241	Dendrology	4
FOR 111 ¹	Introduction to Forestry	3
FOR 112 ²	Problem Solving & Technology	3
MTH 111 or MTH 112	College Algebra Elementary Functions	5
MTH 241 ³ or MTH 251 ³	Calculus for Management & Social Science I Calculus I	4-5
MTH 243	Introduction to Probability & Statistics	5
SP 111	Fundamentals of Public Speaking	4
WR 121	Academic Composition	4

Year One Credits (minimum) 45

Year Two

Arts & Letter Elective ⁴		3-4
BA 150	Developing a Small Business	4
BA 211	Principles of Accounting I	3
BA 212	Principles of Accounting II	3
BA 213	Principles of Accounting II	3
BA 226	Business Law	4
ECON 201	Microeconomics	4
ECON 202	Macroeconomics	4
FES 240	Forest Biology	4
HPE 295	Health & Wellness	3
VC 114	Introduction to InDesign	3
WR 227	Technical Writing	4

Year Two Credits 42-43