



Center for
RETAIL LEADERSHIP
Portland State University

PROGRAM INSTRUCTORS



HANS ALBING

PRODUCT LINE
MANAGER

UNDER ARMOUR



KIERA OLSON

SR. PROJECT
MANAGER, GLOBAL
GROWTH - DIGITAL,
PEOPLE & CULTURE

LULULEMON

CONTACT US

LINDSEY MORSE

lindseym@pdx.edu

ATHLETIC & OUTDOOR VIRTUAL SUMMER IMMERSION 2023

(GRADUATE & UNDERGRADUATE)

This immersive 2-course summer program
is open to PSU and visiting students.

Courses are led by A&O industry leaders,
with guest speakers, and interactive
project work. Complete both courses and
earn 8 college credits (fully transferable
with approval from the host university).

Schedule: (attend anywhere)

MKTG 436/536 - Competitive Dynamics*

- June 26 - July 24, 2023
- Mondays, 5:15 - 9:40 PM

MKTG 437/537 - Product Management*

- July 31 - Aug 28, 2023
- Mondays, 5:15- 9:40 PM

** Plus approx. 8 hours of additional pre-
recorded course content.*

TESTIMONIALS

"The PSU A&O Summer Immersion
Program was the best experience I
have ever had. I gained knowledge on
marketing and the athletic and outdoor
industry of Oregon, while networking
with industry leaders and working
hands on with like-minded peers."
-Taiz De Anda, UC Davis, 2019



"Participating in the Summer
Immersion Program at PSU gave me
the opportunity to gain useful
knowledge about the Athletic and
Outdoor Industry that I couldn't find
anywhere else."
-Carlie Beard, Kent State University,
2020

**Estimated 2-course tuition:
resident rate / 8 credits total**

Undergraduate ~\$1,736

Graduate ~\$5,248

ENROLL TODAY!



**SCAN TO
REGISTER**