

Bachelor of Business Administration
Concentration: Marketing
2025-2026

General Areas of Service: The fundamental objective of any firm is to market its products or services profitably. Marketing managers develop the firm's detailed marketing strategy. With the help of subordinates, including product developers and market researchers, marketing managers assess the demand for products and services offered by the firm and its competitors and identify potential consumers. The following areas are open to the marketing graduate: sales retailing, advertising, marketing management, public relations, and marketing research.

Professional Training: A wide range of educational backgrounds are suitable for entry into marketing, advertising, and public relations jobs. College graduates with related marketing experience, a high level of creativity, and strong communication and computer skills will have the best job opportunities

Job Outlook: According to the U.S. Bureau of Labor Statistics, positions in advertising, promotions, and marketing are projected to grow 6 percent from 2022 to 2032, faster than the average for all occupations. These areas will continue to be essential to maintain and expand market share. Job growth will be spurred by the need to make one's product or service stand out and by competition for a growing number of goods and services, both foreign and domestic. In addition, as the influence of traditional advertising in newspapers, radio, and network television wanes, marketing professionals developing new and different ways to advertise and promote products and services to better reach potential customers.

Earnings: The U.S. Bureau of Labor Statistics reports median annual pay for advertising and promotions managers was \$126,960 as of May 2024. (See www.bls.gov)

SCHOOL OF BUSINESS

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Websites

[Walla Walla University](#)
[University Bulletin](#)

[School of Business](#)

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Suggested Degree Path

TOTAL CREDITS REQUIRED: 192 cr. GENERAL STUDIES REQUIREMENTS: 65 cr. [See the Undergraduate Bulletin for Details](#)

The chart below details one suggested path a student may take to complete a bachelor's degree in Marketing.

Cognates are listed in *italics*.

Freshman Year

Fall Courses	Hours
College Writing I (ENGL 121)	3
General Studies/Electives	13
Colloquium (GBUS 495)	0
Total	16

Winter Courses	Hours
Bus. Analytics with MS Excel (CIS 140)	4
College Writing II (ENGL 122)	3
General Studies/Electives	9
Colloquium (GBUS 495)	0
Total	16

Spring Courses	Hours
Intro to Statistics (MATH 106)	4
General Studies/Electives	12
Colloquium (GBUS 495)	0
Total	16

Sophomore Year

Fall Courses	Hours
Prin. of Financial Accounting (ACCT 201)	4
Business Analytics and Data Visualization (CIS 240)	4
General Studies/Electives	8
Colloquium (GBUS 495)	0
Total	16

Winter Courses	Hours
Prin. of Financial Accounting (ACCT 202)	3
Prin. of Microeconomics (ECON 210)	4
Principles of Marketing (MKTG 381)	4
General Studies/Electives	5
Colloquium (GBUS 495)	0
Total	16

Spring Courses	Hours
Prin. of Managerial Accounting (ACCT 203)	3
Prin. of Macroeconomics (ECON 211)	4
Bus. Communication (GBUS 270)	4
Colloquium (GBUS 495)	0
General Studies/Electives	5
Total	16

Note: All seniors must take a comprehensive exam in their major field before graduation – these are exit exams.

Junior Year

Fall Courses	Hours
Principles of Advertising (MKTG 383)	4
Prin. of Management (MGMT 371)	4
Marketing Elective	4
General Studies/Electives or Business Electives	4
Colloquium (GBUS 495)	0
Total	16

Winter Courses	Hours
Info. Systems & Bus. Intel. (CIS 301)	4
Business Law I (GBUS 361)	4
Marketing Elective	4
General Studies/Electives or Business Electives	4
Colloquium (GBUS 495)	0
Total	16

Spring Courses	Hours
Managerial Finance (FINA 351)	4
Business Law II (GBUS 362)	4
General Studies/Electives or Business Electives	4-8
Internship (MKTG 490)*	0-4
Colloquium (GBUS 495)	0
Total	16

Senior Year

Fall Courses	Hours
Market Research Methods (MKTG 451)	4
Marketing Electives	4
General Studies/Electives or Business Electives	8
Colloquium (GBUS 495)	0
Total	16

Winter Courses	Hours
Operations Management (MGMT 366)	4
Business Ethics (MGMT 463)	4
Marketing Electives	4
General Studies/Electives or Business Electives	4
Colloquium (GBUS 495)	0
Total	16

Spring Courses	Hours
Strategic Mgmt. (MGMT 489)	4
Consumer Behavior (MKTG 384)	4
Marketing Electives	4
General Studies/Electives or Business Electives	4
Colloquium (GBUS 495)	0
Total	16

* Required: Internship ([MKTG 490](#)) 0-4 Credits

A minimum of 120 hours is required regardless of the number of credits. Usually completed in the summer.