

Fast-Track Your Marketing Career

Earn Your Bachelor's & Master's Degree on Your Schedule

Start your journey at a Washington state community college and complete the **Associate in Business- Direct Transfer Agreement (DTA/MRP)**. Seamlessly transition to CWU to earn your **Bachelor's in Business Administration with a specialization in Marketing Management**.

Want to take your career further? You have the option to do one more year and earn your **Master of Business Administration (MBA)**.

What is Marketing Management?

Marketing is a fast-paced field of study that offers the opportunity to work in many different industries. Marketing is often described as the "face" of a firm, but in reality, marketing goes much deeper. It is the core of any organization that is able to successfully interact with entities outside the organization.

The Business Administration: Marketing Management program provides the background for careers in social media, sales, advertising, product development, research, analysis, and retail management. Marketing topics include researching and analyzing consumers, market demand, pricing, product distribution, product development, and communication in order to develop marketing strategies and policies.

Career Projections

- In Washington, positions for marketing managers are anticipated to grow by 19% between 2022-2032
- Nationally, an estimated 34,800 new marketing management job openings are expected annually between 2023-2032
- Average salary for Marketing Managers in Washington is \$168,800*

Career Paths

- Social Media Influencer
- Brand Management
- Marketing Strategy Management
- Advertising Management
- Social Media Content Creator/Analyst
- Survey Research
- Data Analysis
- Digital Marketing

Why Choose This Path?

- Save time and money with a seamless transfer pathway
- Gain a competitive edge with an advanced degree
- Build valuable connections with faculty and professionals

*This is the 2024 reported average across the industry and experience levels; actual salaries will vary based on region and experience.



Central
Washington
University

Your 5-Year Pathway to Success

Years 1 & 2: WA State Community College

Business DTA – Direct Transfer program

Build a strong foundation in business and seamlessly transfer to CWU for your bachelor's degree

Years 3 & 4: CWU

BS in Business Administration-Marketing Management Specialization*

Pursue this program at CWU-Ellensburg or online!

Year 3 – CWU

TERM 1 (15 credits)

SCM 310-Supply Chain Management
MGT 382- Principles of Management
MKT 362- Essential Marketing Concepts

TERM 2 (15 credits)

FIN 370- Intro to Financial Management
BUS 301- Professional Development
Marketing Elective (5 credits)
COM 301-Public Speaking for Business

TERM 3 (15 credits)

BUS 310-Professional Development 2
MIS 320- Business Process Analysis and Systems
Marketing Elective (5 credits)
Open Elective (4 credits)

Year 4 – CWU

TERM 4 (15 credits)

Open Elective (5 credits)
MKT 468- Consumer Behavior
ENG 311-Business Writing
Open Elective (2 credits)

TERM 5 (15 credits)

Open Elective (5 credits)
MKT 469- Market Research
Open Elective (5 credits)

TERM 6 (15 credits)

MKT 470- Marketing Problems and Policy
MGT489-Strategic Management
BUS 489- AACSB Assessment
Open Elective (3 credits)

**This is a sample plan of courses, your specific course needs and schedule may vary based on start date and previous courses taken.*

Year 5: CWU - Optional

Master of Business Administration (MBA)

Take the next step and complete your MBA in just one year. With a strong foundation in ethical leadership, sustainability, and real-world problem-solving, CWU's MBA prepares you to lead with purpose and impact.

Start Your Journey Today!

For more information, contact cb@cwu.edu.

CWU Admissions

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Transfer Center

509-963-1390 |
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Financial Aid

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Early Transfer Admission+

www.cwu.edu/page/eta-plus.php

College of Business

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