

Moraine Valley Community College	Columbia College Chicago
Degree: Associate in Arts	Degree: Bachelor of Arts
Focus: Marketing	Major: Marketing
Minimum credits at Moraine Valley: 62	Credits completed at Columbia: 58

Degree Information

As a Marketing major, you will choose a concentration in Digital Media, Entertainment Industry, or Sports Management so that you can gain relevant experience in your chosen field. Learn more about the major, faculty, and concentrations at colum.edu/academics/programs/marketing.

Admissions & Deadlines

Columbia accepts and reviews applications to our Bachelor of Arts programs on a rolling basis and it is to your advantage to complete your application as early as possible. Use the [Transfer Timeline](#) and [Transfer Checklist](#) to plan your transfer.

Tuition & Scholarships

General Tuition and Fees: colum.edu/tuition

Scholarships and Financial Aid: colum.edu/scholarships

Contact Information

Want to learn more?

Web: colum.edu/transfer

Email: transfer@colum.edu

More Information

Completion of this transfer guide does not guarantee admission to Columbia College Chicago. Additionally, the Columbia semester plan should be considered a guide and all Columbia transfer students should work with their academic advisor to ensure that they are making progress toward graduation.

All degree-seeking Columbia students are required to complete the Columbia Core which contains the Essential Liberal Arts and Sciences coursework in addition to mission-specific graduation requirements: Nine credit hours of 200-level (or higher) coursework, 3 credit hours of Columbia Experience coursework, and at least two courses (6 credit hours) with a Diversity, Equity, and Inclusion (DEI) designation to meet graduation requirements.

Moraine Valley Transfer Pathway

SEMESTER 1

Moraine Valley Community College		Columbia College Chicago
Course Title	Credits	Course Title
BUS 130 Principles of Marketing	3	BUSE 101 Introduction to Marketing
COM 101 Composition I	3	ENGL 111 Writing and Rhetoric I
COM 103 Speech Fundamentals	3	Meets IAI Communication requirement
CIS 101 Introduction to Computer Systems	3	BUSE 109 Information Management
IAI Humanities and Fine Arts course	3	Humanities course

SEMESTER 2

Moraine Valley Community College		Columbia College Chicago
Course Title	Credits	Course Title
COM 102 Composition II	3	ENGL 112 Writing and Rhetoric II
ECO 102 Principles of Microeconomics	3	BUSE 210 Economics for Creatives
IAI Mathematics course (MTH 120 or 139 recommended)	4	Mathematics course
IAI Social and Behavioral Sciences course	3	Social Science course
Elective	3	Collegewide Elective*

SEMESTER 3

Moraine Valley Community College		Columbia College Chicago
Course Title	Credits	Course Title
BUS 136 Business Law	3	BUSE 205 Law for Creative Industries
IAI Humanities and Fine Arts course	3	Humanities course
IAI Life or Physical Science course	4	Science course
200-Level IAI Social and Behavioral Sciences course	3	200-Level Social Science course
Elective	3	Collegewide Elective*

SEMESTER 4

Moraine Valley Community College		Columbia College Chicago
Course Title	Credits	Course Title
200-Level IAI Humanities and Fine Arts course	3	200-Level Humanities course
IAI Life or Physical Science course with lab	4	Science course with lab
IAI Social and Behavioral Sciences course	3	Social Science course
Elective	3	Collegewide Elective*
Elective	2	Collegewide Elective*

Total transfer credits toward Columbia degree

62

*Collegewide Electives will be applied to required graduation hours at Columbia College Chicago.

Remaining Coursework at Columbia College Chicago

SEMESTER 5

Course Title	Credits
BUSE 140 Promotional Marketing	3
BUSE 253 Intro to Marketing Research	3
BUSE 260 Brands and Branding	3
Diversity, Equity, and Inclusion (DEI) course	3
Collegewide Elective or Minor Course	3
Total Credit Hours	15

SEMESTER 6

Course Title	Credits
BUSE 358 Marketing Data Analytics	3
BUSE 363 Marketing and Branding Yourself	3
BUSE 378 Sponsorship	3
CCCX Columbia Experience course with DEI designation	3
Collegewide Elective or Minor Course	3
Total Credit Hours	15

SEMESTER 7

Course Title	Credits
BUSE 360 Developing a Marketing Plan	3
Concentration Course	3
Concentration Course	3
Collegewide Elective or Minor Course	3
Collegewide Elective or Minor Course	3
Total Credit Hours	15

SEMESTER 8

Course Title	Credits
400-Level Concentration Practicum	3
Concentration Course	3
Concentration Course	3
Collegewide Elective or Minor Course	3
Collegewide Elective or Minor Course	1
Total Credit Hours	13

Total Degree Credit Hours

120