

College of Lake County	Columbia College Chicago
Degree: Associate in Arts	Degree: Bachelor of Arts
Focus: Marketing	Major: Marketing
Minimum credits at College of Lake County: 60	Credits completed at Columbia: 60

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.

College of Lake County Transfer Pathway

SEMESTER 1

College of Lake County		Columbia College Chicago
Course Title	Credits	Course Title
BUS 121 Introduction to Business	3	Collegewide Elective*
CLC 120 College Success Seminar	2	Collegewide Elective*
ENG 121 English Composition I	3	ENGL 111 Writing and Rhetoric I
PSY 121 Introduction to Psychology	3	Social Science course
IAI Mathematics course	3	Mathematics course

SEMESTER 2

College of Lake County		Columbia College Chicago
Course Title	Credits	Course Title
BUS 227 Principles of Marketing	3	BUSE 101 Introduction to Marketing
ECO 221 Principles of Macroeconomics	3	BUSE 210 Economics for Creatives
ENG 122 English Composition II	3	ENGL 112 Writing and Rhetoric II
HUM 121 Humanities: Ancient Times to the Middle Ages OR HUM 122 Humanities: Renaissance to the Present	3	Humanities course
IAI Physical Science course with lab	4	Science course with lab

SEMESTER 3

College of Lake County		Columbia College Chicago
Course Title	Credits	Course Title
BUS 213 Principles of Professional Selling	3	BUSE 140 Promotional Marketing
CIT 120 Introduction to Computers	3	BUSE 109 Information Management
IAI Fine Arts course	3	Humanities course
IAI Social Science course (SOC 121 Intro to Sociology recommended)	3	Social Science course
Major Elective	3	Collegewide Elective*

SEMESTER 4

College of Lake County		Columbia College Chicago
Course Title	Credits	Course Title
BUS 221 Business Law I	3	BUSE 205 Law for Creative Industries
CMM 121 Fundamentals of Speech	3	Meets IAI Speech Communication requirement
200-Level IAI Social Science course (recommended: SOC 222 Social Problems OR SOC 225 Class, Race, and Gender OR SOC 229 Sex, Gender, and Power)	3	200-Level Social Science course
200-Level IAI Humanities course	3	200-Level Humanities course
IAI Life Science course	3	Science course

Total transfer credits toward Columbia degree

60

*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 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
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	3
Total Credit Hours	15

Total Degree Credit Hours

120