

Transfer Guide

Columbia College Chicago
Degree: BA
Marketing Communication

William Rainey Harper College
Degree: AAS

Marketing Communication

The Marketing Communication Department offers a major in Marketing Communication with concentrations in Advertising, Marketing, Creative Sports Marketing, and Public Relations.

Transfer Admission Guidelines

Every Marketing Communication Major at Columbia College Chicago is required to take six core courses: Integrated Marketing Communication, Introduction to Advertising, AdCult: Cultural and Psychological Aspects of Advertising Communication, Introduction to Media, Introduction to Marketing Research, and Introduction to Public Relations. In addition, students must complete coursework in their chosen Concentration. More information about the program and its requirements is available at the [Marketing Communication web site](#).

Transfer Credit Worksheet

The following list shows equivalent courses in Marketing Communication at Columbia College Chicago and the Marketing AAS program at William Rainey Harper College.

Harper College Marketing Courses Required Courses	Credits	Columbia College Chicago Equivalent
ACC 101 Intro to Financial Accounting	4	28-2110 Accounting I*
ACC 102 Intro to Managerial Accounting <i>or</i>	3	28-3120 Accounting II*
ACC 211 Business Law I	3	College Wide Elective
MGT 111 Intro to Business Organization	3	College Wide Elective
MGT 270 Principles of Management	3	28-1110 Intro to Management*
MKT 245 Principles of Marketing	3	54-1500 Integrated Marketing Comm
Specialized Study Area Courses		
MCM 232 Introduction to Advertising <i>or</i>	3	54-1605 Advertising Copywriting
MKT 217 Advertising	3	54-1600 Intro to Advertising
MCM 233 Intro to Public Relations	3	54-1700 Intro to Public Relations
MKT 255 Market Research	3	54-2500 Intro to Market Research
MKT 140 Principles of Professional Selling	3	54-1503 Intro to Sales/Sales Management
MKT 247 Consumer Buying Behavior	3	54-1601 AdCult
MKT 248 Direct Marketing	3	54-2504 Techniques of Direct Marketing
Major Elective (see Harper College Catalog)	3	College Wide Elective

** Not a requirement for Marketing Communication majors at Columbia College Chicago*

William Rainey Harper College General Education and Columbia College Chicago Liberal Arts and Sciences Core requirements are on the following page.

General Education Curriculum for Harper College AAS Degree

	Harper College Requirement	Credits	Columbia College Chicago Equivalent
_____	Composition: ENG 101	3	English Composition I
_____	Comm. Elective: ENG 102 <i>or</i> SPE 101 (ENG 102 strongly recommended)	3	English Composition II
_____	Mathematics: MTH 103 or higher recommended)	3	One Mathematics requirement
_____	Psychology: PSY 101 & PSY 245	6	Social Science
_____	Economics: ECO 200 or ECO 211	3	Social Science/Possible First Year Studies
_____	Humanities Elective	3	One Humanities requirement
_____	Computers: CIS 100 or CIS 101	3	Fluency in Technology

Additional Columbia College Chicago Liberal Arts and Sciences Core Curriculum Requirements for BA Degree

	Course	Credits
_____	Speech Communication	3
_____	Science	6
_____	History	3
_____	Humanities	3
_____	Literature	3

- *Two Liberal Arts and Sciences Core courses must be 2000-level or higher.*
- *One Liberal Arts and Sciences Core course must meet the United States Pluralism requirement (minority groups in the United States)*
- *One Liberal Arts and Sciences Core course must meet the Global Awareness requirement (non-Western studies)*
- *Fluency in Technology requirement must be completed for graduation.*

Credit Summary

Total number of credits transferable from Harper College	62
Total number of credits required for Columbia College Chicago BA	120
Total number of credits in AAS at Harper College	62
Total number of General Education credits at Harper College	24
Total number of LA&S Core Curriculum required at Columbia College Chicago	42

Further information for the Marketing Communications BA is available in the Columbia College Chicago undergraduate catalog or the [Marketing Communications web site](#). For more information on the Liberal Arts and Sciences Core Curriculum and specific courses available at Harper College, please refer to the [chart](#) available on the [Office of Transfer Evaluation web site](#).

For more information on transferring to Columbia College Chicago, please contact the Office of Undergraduate Admissions at 312-344-7130 or visit our web site at www.colum.edu.