

Transfer Guide

Columbia College Chicago
Degree: BA
Marketing Communication

Oakton Community College
Degree: AA

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 Associate of Arts Degree at Oakton Community College.

Oakton Marketing Courses	Credits	Columbia College Chicago Equivalent
<i>Core</i>		
MKT 131 Principles of Marketing	3	54-1500 Integrated Marketing Communication
MKT 215 Principles of Advertising	3	54-1600 Introduction to Advertising
MKT 230 Consumer Behavior	3	54-1601 AdCult: Cultural & Psychological Aspects
MKT 235 Marketing Research	3	54-2500 Introduction to Marketing Research
MKT 240 Introduction to Public Relations	3	54-1700 Introduction to Public Relations
<i>Concentration</i>		
MKT 211 Management of Sales Force <i>and</i>	3	
MKT 213 Retailing	3	54-1503 Intro to Sales and Sales Management*
MKT 248 Marketing Management	3	54-3501 Marketing Case Workshop*
<i>Elective</i>		
MKT 132 Marketing for Non-Profit Organizations	3	54-2503 Marketing In Non-Profit Organizations

* Will fulfill a requirement in the Marketing concentration

Oakton Community College General Education and Columbia College Chicago Liberal Arts and Sciences Core requirements are on the following page.

General Education Curriculum for Oakton Community College AA Degree

	Oakton Requirement	Credits	Columbia College Chicago Equivalent
_____	Communications: EGL 101 & 102 and SPE 103	9	Communications: Written and Oral
_____	Mathematics: MTH 125 or higher	3	Mathematics
_____	Physical and Life Sciences	7	Science
_____	Social and Behavioral Sciences	9	Social Science; take one History to apply to separate History requirement
_____	Humanities and Fine Arts	9	One Humanities, one Literature, and one Fine Arts strongly recommended
_____	Contemporary Global Studies	3	History course strongly recommended

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

	Course	Credits
_____	First Year Studies	3

- *Transfer students with more than 24 hours must substitute a Core elective for the First-Year Studies requirement.*
- *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 Oakton	62
Total number of credits required for Columbia College Chicago BA	120
Total number of credits in AA at Oakton	60
Total number of General Education credits at Oakton	40
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 Oakton Community 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.