

**Degree:** Associate in Arts

**Degree:** Bachelor of Arts

**Focus:** Marketing

**Major:** Marketing

**Credits completed at the City Colleges:** 60

**Credits completed at Columbia:** 60

Behind every successful venture in the arts and entertainment industries is a team of savvy marketers. In the Marketing bachelor's degree program at Columbia College Chicago, you'll learn how to harness the power of data, digital media, events, and storytelling to market products, services, and ideas. You'll learn from Chicago-based marketing professionals and cross-train in a variety of communication disciplines. Learn more at [colum.edu/academics](http://colum.edu/academics).

City Colleges of Chicago Courses	Credits	Columbia Equivalencies
BUSINESS 111 Introduction to Business	3	Collegewide Elective*
ECONOMICS 201 Principles of Economics I	3	Social Science course
ENGLISH 101 Composition I	3	ENGL 111 Writing and Rhetoric I
MATH 118 General Education Math (or higher course)	4	Mathematics course
PHILOSOPHY 105 Logic	3	Humanities course
<b>Total Semester Credit Hours</b>	<b>16</b>	

City Colleges of Chicago Courses	Credits	Columbia Equivalencies
BUSINESS 231 Marketing	3	BUSE 101 Introduction to Marketing
ECONOMICS 202 Principles of Economics II	3	BUSE 210 Economics for Creatives
ENGLISH 102 Composition II	3	ENGL 112 Writing and Rhetoric II
IAI Fine Arts course**	3	Humanities course
IAI Social & Behavioral Science course**	3	Social Science Course
<b>Total Semester Credit Hours</b>	<b>15</b>	

City Colleges of Chicago Courses	Credits	Columbia Equivalencies
BUSINESS 213 Data Visualization and Presentation for Business	3	BUSE 109 Information Management
BUSINESS 260 Digital Marketing and Social Media	3	BUSE 334 Digital Media Strategies
PSYCH 201 General Psychology	3	200-Level Social Science course
SPEECH 101 Fundamentals of Speech Communication	3	Meets IAI Communication requirements
IAI Physical Science course with Lab	4	Science course with lab
<b>Total Semester Credit Hours</b>	<b>16</b>	

City Colleges of Chicago Courses	Credits	Columbia Equivalencies
BUSINESS 211 Business Law I or BUSINESS 214 The Legal & Social Environment of Business	3	BUSE 205 Law for Creative Industries
ENGLISH 105 Business Writing	3	BUSE 208 Business Writing
200-Level Humanities or Fine Arts course**	3	200-Level Humanities course
IAI Life Science course	4	Science course
<b>Total Semester Credit Hours</b>	<b>13</b>	
<b>Completion of AA Degree: 60 credit hours</b>		

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

\*\*The City College's Human Diversity requirement must be met by taking either a Social & Behavioral Science, Fine Arts, or Humanities course designated with an HD in their catalog.

# COLUMBIA COLLEGE CHICAGO COURSES

## 5<sup>th</sup> Semester Courses

BUSE 140 Promotional Marketing	3
BUSE 253 Marketing Research	3
Diversity, Equity, and Inclusion designated course	3
Collegewide elective/Minor Course	3
Collegewide elective/Minor Course	3
<b>Total Semester Credit Hours</b>	<b>15</b>

## 6<sup>th</sup> Semester Courses

BUSE 260 Brands and Branding	3
BUSE 358 Marketing Data Analytics	3
BUSE 378 Sponsorship	3
CCCX 3** Innovation and Impact course (Columbia Experience)	3
Collegewide elective/Minor Course	3
<b>Total Semester Credit Hours</b>	<b>15</b>

## 7<sup>th</sup> Semester Courses

BUSE 360 Developing a Marketing Plan	3
BUSE 363 Marketing and Branding Yourself	3
Concentration course	3
Concentration course	3
Collegewide elective/Minor Course	3
<b>Total Semester Credit Hours</b>	<b>15</b>

## 8<sup>th</sup> Semester Courses

400-Level Concentration Practicum course	3
Concentration course	3
Concentration course	3
Collegewide elective/Minor Course	3
Collegewide elective/Minor Course	3
<b>Total Semester Credit Hours</b>	<b>15</b>

**Completion of BA Degree: 120 credit hours**

## Credits

## Marketing Concentrations

### Digital Media

BUSE 150 Business of Media  
BUSE 332 Managing and Licensing Intellectual Property  
BUSE 334 Digital Media Strategies

*One of the following:*

BUSE 208 Business Writing  
COMM 219 Social Media Content

*One of the following:*

BUSE 478 Digital Business Development: Practicum  
BUSE 484 AEMMP Digital Distribution and Promotion  
Agency: Practicum

### Entertainment Industry

BUSE 220 Entertainment Marketing  
BUSE 332 Managing and Licensing Intellectual Property  
BUSE 381 Box Office Management and Ticketing Strategies

*One of the following:*

BUSE 135 Business of Music  
BUSE 155 Business of Film and TV  
BUSE 170 Business of Performing Arts

*One of the following:*

BUSE 476 Branded Entertainment Practicum  
BUSE 489 Creative Agency: Practicum

### Sports Management

BUSE 165 Business of Sports  
BUSE 265 Internet and Mobile Business  
BUSE 316 Negotiation Skills  
BUSE 381 Box Office Management and Ticketing Strategies  
BUSE 488 Events Management: Practicum

## READY TO APPLY?

Visit [colum.edu/apply](https://colum.edu/apply)

Columbia College Chicago Admissions  
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O: 312-369-7130  
E: [transfer@colum.edu](mailto:transfer@colum.edu)

**Columbia**  
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