

**Degree:** Associate in Arts

**Focus:** Marketing

**Credits completed at College of Lake County:** 60

**Degree:** Bachelor of Arts

**Major:** Marketing

**Credits at Columbia College Chicago:** 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).

College of Lake County Courses	Credits	Columbia College Chicago Courses
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
<b>Total Semester Credit Hours</b>	<b>14</b>	

College of Lake County Courses	Credits	Columbia College Chicago Courses
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
<b>Total Semester Credit Hours</b>	<b>16</b>	

College of Lake County Courses	Credits	Columbia College Chicago Courses
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 and Behavioral Science course (recommended: SOC 121 Introduction to Sociology)	3	Social Science course
Major Elective	3	Collegewide Elective*
<b>Total Semester Credit Hours</b>	<b>15</b>	

College of Lake County Courses	Credits	Columbia College Chicago Courses
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 Humanities course	3	200-Level Humanities course
200-Level IAI Social and Behavioral Science course (rec: SOC 222 Social Problems or SOC 225 Class, Race, and Gender or SOC 229 Sex, Gender, and Power)	3	200-Level Social Science course
IAI Life Science course	3	Science course
<b>Total Semester Credit Hours</b>	<b>15</b>	
<b>Completion of AA Degree: 60 credit hours</b>		

# COLUMBIA COLLEGE CHICAGO COURSES

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

BUSE 253 Intro to Marketing Research	3
BUSE 260 Brands and Branding	3
Diversity, Equity, and Inclusion (DEI) course	3
Collegewide Elective/Minor Course	3
Collegewide Elective/Minor Course	3

**Total Semester Credit Hours** 15

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

BUSE 358 Marketing Data Analytics	3
BUSE 363 Marketing and Branding Yourself	3
BUSE 378 Sponsorship	3
CCCX 3** Innovation and Impact course (Columbia Experience)	3
Collegewide Elective/Minor Course	3

**Total Semester Credit Hours** 15

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

BUSE 360 Developing a Marketing Plan	3
Concentration Course	3
Concentration Course	3
Collegewide Elective/Minor Course	3
Collegewide Elective/Minor Course	3

**Total Semester Credit Hours** 15

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

400-Level Concentration Practicum	3
Concentration Course	3
Concentration Course	3
Collegewide Elective/Minor Course	3
Collegewide Elective/Minor Course	3

**Total Semester Credit Hours** 15

## Completion of BA Degree: 120 credit hours

## Credits

## Marketing Concentrations

### Digital Media

BUSE 150 Business of Media  
BUSE 332 Managing & 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 & Licensing Intellectual Property  
BUSE 381 Box Office Management & 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 & Ticketing  
Strategies  
BUSE 488 Events Management: Practicum

Columbia College Chicago participates in the Illinois Articulation Initiative (IAI). Students who complete the AA degree prior to transferring to Columbia College Chicago will have completed the Essential Liberal Arts & Sciences section of the Columbia Core requirements. Additionally, all degree-seeking Columbia students are required to complete 9 credit hours of 200-level (or higher) coursework, Columbia Experience courses as indicated, as well as at least two courses (6 credit hours) with a Diversity, Equity, and Inclusion (DEI) designation to meet graduation requirements.

## READY TO APPLY?

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

Columbia College Chicago Admissions  
600 S. Michigan Ave., Chicago, IL 60605  
O: 312-369-7130  
E: [transfer@colum.edu](mailto:transfer@colum.edu)

**Columbia**  
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