

Degree: Associate in Arts

Degree: Bachelor of Arts

Concentration: Business/Marketing

Major: Marketing

Credits completed at Harper College: 62

Credits at Columbia College Chicago: 58

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.

Harper College Courses	Credits	Columbia College Chicago Courses
CIS 100 Computer and Digital Literacy	3	BUSE 109 Information Management
ENG 101 Composition	3	ENGL 111 Writing and Rhetoric I
IAI Mathematics course	4	Mathematics course
IAI Social and Behavioral Sciences course	3	Social Science course
Transfer Elective	3	Collegewide Elective*
Total Semester Credit Hours	16	

Harper College Courses	Credits	Columbia College Chicago Courses
ECO 211 Microeconomics	3	BUSE 210 Economics for Creatives
ENG 102 Composition	3	ENGL 112 Writing and Rhetoric II
SPE 101 Fundamentals of Speech Communication	3	Meets IAI Communication requirement
IAI Physical or Life Science course	3	Science course
Transfer Elective	3	Collegewide Elective*
Total Semester Credit Hours	15	

Harper College Courses	Credits	Columbia College Chicago Courses
MKT 245 Principles of Marketing	3	BUSE 101 Introduction to Marketing
IAI Humanities and Fine Art course	3	Humanities course
IAI Physical or Life Science course with Lab	4	Science course with Lab
200-Level IAI Social and Behavioral Sciences course	3	200-Level Social Science course
Transfer Elective	3	Collegewide Elective*
Total Semester Credit Hours	16	

Harper College Courses	Credits	Columbia College Chicago Courses
ACC 211 Business Law I	3	BUSE 205 Law for Creative Industries
IAI Humanities and Fine Art course	3	Humanities course
200-Level IAI Humanities and Fine Art course	3	200-Level Humanities course
IAI Social and Behavioral Sciences course	3	Social Science course
Transfer Elective	3	Collegewide Elective*
Total Semester Credit Hours	15	

Completion of AA Degree: 60 credit hours

COLUMBIA COLLEGE CHICAGO COURSES

5th Semester Courses

BUSE 140 Promotional Marketing	Credits	3
BUSE 253 Marketing Research		3
BUSE 260 Brands and Branding		3
Diversity, Equity, and Inclusion (DEI) course		3
Collegewide Elective/Minor Course		3
Total Semester Credit Hours		15

6th Semester Courses

BUSE 358 Marketing Data Analytics	Credits	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		1
Total Semester Credit Hours		13

7th Semester Courses

BUSE 360 Developing a Marketing Plan	Credits	3
Concentration Course		3
Concentration Course		3
Collegewide Elective/Minor Course		3
Collegewide Elective/Minor Course		3
Total Semester Credit Hours		15

8th Semester Courses

400-Level Concentration Practicum	Credits	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

Marketing Concentrations

Digital Media

This concentration is designed for students who want to join a new wave of marketing professionals in fields such as analytics, integrated marketing, branded entertainment, web content strategy, and social media. You'll learn how to use data and analytics to make strategic decisions and how to analyze audiences, platforms, and social media channels.

Entertainment Industry

With a concentration in Entertainment Industry, you'll gain a full range of knowledge and skills for a career in an existing entertainment industry. By the time you graduate, you'll learn how to create branded entertainment, craft experiential marketing content, and launch your own entrepreneurial projects.

Sports Management

The Sports Management concentration is designed for students who want to work in the sports industry as agents, marketing managers, athletic directors, merchandising and sponsorship executives, special events coordinators, and broadcasting/media managers. You'll graduate with the knowledge and skills you'll need to manage sports venues, plan promotional events, negotiate sponsorships, and operate ticketing services.

Use your Collegewide Electives to earn one of these related minors:

- Creative Advertising
- Journalism
- Public Relations
- Web Development
- Interactive Media Development and Entrepreneurship
- Entrepreneurship
- Hip-Hop Studies

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

Columbia College Chicago Admissions
600 S. Michigan Ave., Chicago, IL 60605
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E: transfer@colum.edu

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