

Degree: Associate in Arts

Degree: Bachelor of Arts

Focus: Business

Major: Marketing

Credits completed at Joliet Junior College: 65

Credits at Columbia College Chicago: 55

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.

1 st Semester Courses	Credits	Columbia Course/IAI GECC Category
CIS 126 Microsoft Office	3	BUSE 109 Information Management
COMM 101 Principles of Speech Communication	3	Meets IAI Communication Requirement
ECON 103 Macroeconomics	3	BUSE 210 Economics for Creatives
ENG 101 Rhetoric	3	ENGL 111 Writing and Rhetoric I
IAI Mathematics course	4	Mathematics course
Total Semester Credit Hours	16	

2 nd Semester Courses	Credits	Columbia Course/IAI GECC Category
ENG 102 Rhetoric	3	ENGL 112 Writing and Rhetoric II
MGMT 101 Principles of Management	3	Collegewide Elective*
IAI Humanities/Fine Arts course	3	Humanities course
IAI Social/Behavioral Science course	3	Social Science course
Elective Course	3	Collegewide Elective*
Elective Course	3	Collegewide Elective*
Total Semester Credit Hours	18	

3 rd Semester Courses	Credits	Columbia Course/IAI GECC Category
MKTG 101 Principles of Marketing	3	BUSE 101 Introduction to Marketing
IAI Humanities/Fine Arts course	3	Humanities course
IAI Physical or Life Science course	3	Science course
200-Level IAI Social/Behavioral Science course	3	200-Level Social Science course
Elective Course	3	Collegewide Elective*
Total Semester Credit Hours	15	

4 th Semester Courses	Credits	Columbia Course/IAI GECC Category
BLAW 101 Business Law I	3	BUSE 205 Law for Creative Industries
MKTG 205 Professional Sales	3	BUSE 140 Promotional Marketing
200-Level IAI Humanities/Fine Arts course	3	200-Level Humanities course
IAI Physical or Life Science course with Lab	4	Science course with lab
IAI Social/Behavioral Science course	3	Social Science course
Total Semester Credit Hours	16	
Completion of AA Degree: 65 credit hours		

COLUMBIA COLLEGE CHICAGO COURSES

5th Semester Courses

	Credits
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

6th Semester Courses

	Credits
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

7th Semester Courses

	Credits
BUSE 360 Developing a Marketing Plan	3
Concentration Course	3
Concentration Course	3
Collegewide Elective/Minor Course	4
Total Semester Credit Hours	13

8th Semester Courses

	Credits
400-Level Concentration Practicum Course	3
Concentration Course	3
Concentration Course	3
Collegewide Elective/Minor Course	3
Total Semester Credit Hours	12

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.

Entertainment Industry

You'll gain a full range of knowledge and skills for a career in an existing entertainment industry with this concentration that focuses on the creation of brand strategies and the production of branded entertainment across all forms of media.

Sports Management

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.

Many students also pursue one of these complementary minors:

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

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
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E: transfer@colum.edu

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