

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.

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

City Colleges of Chicago Courses	Credits	Columbia Equivalencies
ECONOMICS 202 Principles of Economics II	3	BUSE 210 Economics for Creatives
ENGLISH 102 Composition II	3	ENGL 112 Writing and Composition II
IAI Fine Arts course**	3	Humanities course
IAI Social & Behavioral Science course**	3	Social Science Course
BUSE 182 Introduction to Finance	3	Accounting II: Forecasting
Total Semester Credit Hours	15	

City Colleges of Chicago Courses	Credits	Columbia Equivalencies
BUSINESS 231 Marketing	3	BUSE 101 Introduction to Marketing
PSYCH 201 General Psychology	3	200-Level Social Science course
SPEECH 101 Fundamentals of Speech Communication	3	IAI Communication requirements
IAI Physical Science course with Lab	4	Science with lab course
Business 241 Introduction to Finance	3	BUSE 303 Finance
Total Semester Credit Hours	16	

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
BUSINESS 213 Data Visualization and Presentation for Business	3	BUSE 109 Information Management
ENGLISH 105 Business Writing	3	Collegewide Elective*
200-Level Humanities or Fine Arts course**	3	200-Level Humanities course
IAI Life Science course	4	Science course
Total Semester Credit Hours	16	
Completion of AA Degree: 60 credit hours		

* 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

5th Semester Courses

BUSE 140 Promotional Marketing	3
BUSE 253 Marketing Research	3
Diversity, Equity, and Inclusion designated course	3
Collegewide elective	3
Collegewide elective	3
Total Semester Credit Hours	15

6th Semester Courses

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

7th Semester Courses

BUSE 360 Developing a Marketing Plan	3
BUSE 363 Marketing and Branding Yourself	3
Concentration course	3
Concentration course	3
Collegewide elective	3
Total Semester Credit Hours	15

8th Semester Courses

400-Level Concentration Practicum course	3
Concentration course	3
Concentration course	3
Collegewide elective	3
Collegewide elective	3
Total Semester Credit Hours	15

Completion of BA Degree: 120 credit hours

Credits

Marketing Concentrations

Digital Media

BUSE 150 Business of Media
COMM 219 Social Media Content
BUSE 332 Managing and Licensing Intellectual Property
BUSE 334 Digital Media Strategies

One of the following:

BUSE 475 Sponsorship Practicum
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 475 Sponsorship Practicum
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

One of the following:

BUSE 475 Sponsorship Practicum
BUSE 488 Events Management: Practicum

READY TO APPLY?

Visit colum.edu/apply

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

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COLLEGE CHICAGO