

Degree: Associate of Arts

Degree: Bachelor of Arts

Focus: Business

Major: Marketing

Credits completed at CLC: 60

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.

1 st Semester Courses	Credits	Columbia Course/IAI GECC Category
BUS 121 Introduction to Business	3	Collegewide Elective*
ENG 121 English Composition I	3	ENGL 111 Writing and Rhetoric I
PSY 121 Introduction to Psychology	3	Social and Behavioral Science course
IAI Mathematics course	3	Mathematics course
IAI Physical Science course	3	Physical Science course
Total Semester Credit Hours	15	

2 nd Semester Courses	Credits	Columbia Course/IAI GECC Category
BUS 227 Principles of Marketing (Business Elective)	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 Life Science course with lab	4	Life Science course with lab
Total Semester Credit Hours	16	

3 rd Semester Courses	Credits	Columbia Course/IAI GECC Category
ACC 121 Financial Accounting	4	BUSE 201 Accounting
CIT 120 Introduction to Computers (Business Elective)	3	BUSE 109 Information Management
ECO 222 Principles of Microeconomics	3	Social and Behavioral Sciences course
IAI Fine Arts course	3	Humanities course
Elective	3	Collegewide Elective*
Total Semester Credit Hours	16	

4 th Semester Courses	Credits	Columbia Course/IAI GECC Category
ACC 122 Managerial Accounting	4	Collegewide Elective*
BUS 221 Business Law I (Business Elective)	3	BUSE 205 Law for Creative Industries
CMM 121 Fundamentals of Speech	3	Meets IAI Speech Communication requirement
200-Level IAI Humanities course	3	Humanities course
Total Semester Credit Hours	13	
Completion of AA Degree: 60 credit hours		

COLUMBIA COLLEGE CHICAGO COURSES

5th Semester Courses

	Credits
BUSE 140 Promotional Marketing	3
BUSE 253 Intro to Marketing Research	3
BUSE 260 Brands and Branding	3
Diversity, Equity, and Inclusion (DEI) course	3
Collegewide Elective	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
Innovation and Impact course (Columbia Experience)	3
Collegewide Elective	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	3
Collegewide Elective	3
Total Semester Credit Hours	15

8th Semester Courses

	Credits
400-Level Concentration Practicum	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

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

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

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