

**Degree:** Associate of Arts

**Degree:** Bachelor of Arts

**Major:** Business/Marketing

**Major:** Marketing

**Credits completed at COD:** 64

**Credits at Columbia College Chicago:** 56

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).

1 <sup>st</sup> Semester Courses	Credits	Columbia Course/IAI GECC Category
ECONO 2201 Macroeconomics or ECONO 2202 Microeconomics	3	BUSE 210 Economics for Creatives
ENGLI 1101 English Composition I	3	ENGL 111 Writing and Rhetoric I
SOCIO 1205 Introduction to Data Science	3	BUSE 109 Information Management
IAI Mathematics course	3	Mathematics course
IAI Social and Behavioral Sciences course	3	Social and Behavioral Sciences course
<b>Total Semester Credit Hours</b>	<b>15</b>	

2 <sup>nd</sup> Semester Courses	Credits	Columbia Course/IAI GECC Category
BUSLW 2211 Business Law 1	3	BUSE 205 Law for Creative Industries
ENGLI 1102 English Composition II	3	ENGL 112 Writing and Rhetoric II
MARKE 2210 Principles of Marketing	3	BUSE 101 Introduction to Marketing
SPEEC 1100 Fundamentals of Speech Communication	3	Meets IAI Speech Communication course
IAI Physical or Life Science course	3	Physical or Life Science course
<b>Total Semester Credit Hours</b>	<b>15</b>	

3 <sup>rd</sup> Semester Courses	Credits	Columbia Course/IAI GECC Category
200-Level IAI Social and Behavioral Sciences course	3	Social and Behavioral Sciences course
IAI Humanities course	3	Humanities course
IAI Physical or Life Science with Lab	4	Science with Lab course
Transfer Elective	3	Collegewide Elective*
Transfer Elective	3	Collegewide Elective*
<b>Total Semester Credit Hours</b>	<b>16</b>	

4 <sup>th</sup> Semester Courses	Credits	Columbia Course/IAI GECC Category
MARKE 2270 Digital Marketing	3	BUSE 265 Internet and Mobile Business
200-Level IAI Humanities or Fine Arts course	3	Humanities course
IAI Fine Arts course	3	Humanities course
IAI Social and Behavioral Sciences course	3	Social and Behavioral Sciences course
Transfer Elective	3	Collegewide Elective*
Transfer Elective	3	Collegewide Elective*
<b>Total Semester Credit Hours</b>	<b>18</b>	

**Completion of AA Degree: 64 credit hours**

# COLUMBIA COLLEGE CHICAGO COURSES

## 5<sup>th</sup> 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
<b>Total Semester Credit Hours</b>	<b>15</b>

## 6<sup>th</sup> 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
<b>Total Semester Credit Hours</b>	<b>15</b>

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

	Credits
BUSE 360 Developing a Marketing Plan	3
Concentration Course	3
Concentration Course	3
Collegewide Elective	3
Collegewide Elective	2
<b>Total Semester Credit Hours</b>	<b>14</b>

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

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

**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](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**  
COLLEGE CHICAGO