

Degree: Associate of Arts

Degree: Bachelor of Arts

Concentration: Business/Marketing

Major: Marketing

Credits completed at Harper: 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.

1 st Semester Courses	Credits	Columbia Course/IAI GECC Category
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 and Behavioral Sciences course
Elective	3	Collegewide Elective*
Total Semester Credit Hours	16	

2 nd Semester Courses	Credits	Columbia Course/IAI GECC Category
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 Speech Communication requirement
IAI Physical or Life Science course	3	Physical or Life Science course
Elective	3	Collegewide Elective*
Total Semester Credit Hours	15	

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

4 th Semester Courses	Credits	Columbia Course/IAI GECC Category
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	Humanities course
IAI Social and Behavioral Sciences course	3	Social and Behavioral Sciences course
Elective	3	Collegewide Elective*
Total Semester Credit Hours	15	

Completion of AA Degree: 60 credit hours

COLUMBIA COLLEGE CHICAGO COURSES

5th Semester Courses

	Credits
BUSE 140 Promotional Marketing	3
BUSE 253 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	1
Total Semester Credit Hours	13

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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