

City Colleges of Chicago	Columbia College Chicago
<b>Degree:</b> Associate in Arts	<b>Degree:</b> Bachelor of Arts
<b>Focus:</b> Marketing	<b>Major:</b> Marketing
<b>Minimum credits at the City Colleges:</b> 60	<b>Credits completed at Columbia:</b> 60

## Degree Information

As a Marketing major, you will choose a concentration in Digital Media, Entertainment Industry, or Sports Management so that you can gain relevant experience in your chosen field. Learn more about the major, faculty, and concentrations at [colum.edu/academics/programs/marketing](https://colum.edu/academics/programs/marketing).

## Admissions & Deadlines

Columbia accepts and reviews applications to our Bachelor of Arts programs on a rolling basis and it is to your advantage to complete your application as early as possible. Use the [Transfer Timeline](#) and [Transfer Checklist](#) to plan your transfer.

## Tuition & Scholarships

General Tuition and Fees: [colum.edu/tuition](https://colum.edu/tuition)

Scholarships and Financial Aid: [colum.edu/scholarships](https://colum.edu/scholarships)

## Contact Information

Want to learn more?

Web: [colum.edu/transfer](https://colum.edu/transfer)

Email: [transfer@colum.edu](mailto:transfer@colum.edu)

## More Information

Completion of this transfer guides does not guarantee admission to Columbia College Chicago. Additionally, the Columbia semester plan should be considered a guide and all Columbia transfer students should work with their academic advisor to ensure that they are making progress toward graduation.

All degree-seeking Columbia students are required to complete the Columbia Core which contains the Essential Liberal Arts and Sciences coursework in addition to mission-specific graduation requirements: Nine credit hours of 200-level (or higher) coursework, 3 credit hours of Columbia Experience coursework, and at least two courses (6 credit hours) with a Diversity, Equity, and Inclusion (DEI) designation to meet graduation requirements.

# City Colleges of Chicago Transfer Pathway

## SEMESTER 1

City Colleges of Chicago		Columbia College Chicago
Course Title	Credits	Course Title
BUSINESS 111 Introduction to Business	3	Collegewide Elective*
ECONOMICS 201 Principles of Economics I	3	Social Science course
ENGLISH 101 Composition I	3	ENGL 111 Writing and Rhetoric I
MATH 118 General Education Math (or higher course)	4	Mathematics course
PHILOSOPHY 105 Logic or other IAI Humanities course	3	Humanities course

## SEMESTER 2

City Colleges of Chicago		Columbia College Chicago
Course Title	Credits	Course Title
BUSINESS 231 Marketing	3	BUSE 101 Introduction to Marketing
ECONOMICS 202 Principles of Economics II	3	BUSE 210 Economics for Creatives
ENGLISH 102 Composition II	3	ENGL 112 Writing and Rhetoric II
IAI Fine Arts course**	3	Humanities course
IAI Social & Behavioral Science course**	3	Social Science Course

## SEMESTER 3

City Colleges of Chicago		Columbia College Chicago
Course Title	Credits	Course Title
BUSINESS 213 Data Visualization and Presentation for Business	3	BUSE 109 Information Management
BUSINESS 260 Digital Marketing and Social Media	3	BUSE 334 Digital Media Strategies
PSYCH 201 General Psychology	3	200-Level Social Science course
SPEECH 101 Fundamentals of Speech Communication	3	Meets IAI Communication requirements
IAI Physical Science course with lab	4	Science course with lab

## SEMESTER 4

City Colleges of Chicago		Columbia College Chicago
Course Title	Credits	Course Title
BUSINESS 211 Business Law I OR BUSINESS 214 The Legal & Social Environment of Business	3	BUSE 205 Law for Creative Industries
ENGLISH 105 Business Writing	3	BUSE 208 Business Writing
200-Level Humanities or Fine Arts course**	3	200-Level Humanities course
IAI Life Science course	4	Science course

<b>Total transfer credits toward Columbia degree</b>	<b>60</b>
--	-----------

\*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.

# Remaining Coursework at Columbia College Chicago

## SEMESTER 5

Course Title	Credits
BUSE 140 Promotional Marketing	3
BUSE 253 Marketing Research	3
Diversity, Equity, and Inclusion designated course	3
Collegewide elective or Minor Course	3
Collegewide elective or Minor Course	3
<b>Total Credit Hours</b>	<b>15</b>

## SEMESTER 6

Course Title	Credits
BUSE 260 Brands and Branding	3
BUSE 358 Marketing Data Analytics	3
BUSE 378 Sponsorship	3
CCCX Columbia Experience course with DEI designation	3
Collegewide elective or Minor Course	3
<b>Total Credit Hours</b>	<b>15</b>

## SEMESTER 7

Course Title	Credits
BUSE 360 Developing a Marketing Plan	3
BUSE 363 Marketing and Branding Yourself	3
Concentration course	3
Concentration course	3
Collegewide elective or Minor Course	3
<b>Total Credit Hours</b>	<b>15</b>

## SEMESTER 8

Course Title	Credits
400-Level Concentration Practicum course	3
Concentration course	3
Concentration course	3
Collegewide elective or Minor Course	3
Collegewide elective or Minor Course	3
<b>Total Credit Hours</b>	<b>15</b>

**Total Degree Credit Hours**

**120**