

Degree: Associate of Arts

Concentration: Business

Credits completed at CLC: 60

Degree: Bachelor of Arts

Major: Marketing

Credits needed at Columbia College Chicago: 60

The Business and Entrepreneurship department offers majors in Advanced Management, International Arts Management, Live and Performing Arts Management, Marketing, Media Management, Music Business, Sports Management, Visual Arts Management, Design Management and Arts Management . For in more information regarding Columbia's degree requirements and options, please visit the www.colum.edu/academics

1st Semester Courses	Credit Hours	Columbia Equivalent Course/IAI GECC Category
ENG 121 English Composition I	3	52-1151 Writing and Rhetoric I (Communication)
Mathematics	3	Mathematics
PSY 121 Introduction to Psychology	3	Social and Behavioral Sciences
BUS 121 Introduction to Business	3	28-1110 Introduction to Management
CIT 120 Introduction to Computers	3	28-1113 Information Management
Total Semester Credit Hours	15	
2nd Semester Courses	Credit Hours	Columbia Equivalent Course/IAI GECC Category
ENG 122 English Composition II	3	52-1152 Writing and Rhetoric II
ECO 221 Principles of Macroeconomics	3	28-1112 Managerial Economics
BUS 122 Principles of Marketing	3	28-1090 Introduction to Marketing
Physical or Life Science	3	Physical or Life Science
Humanities and Fine Art	3	Humanities and Fine Art
Total Semester Credit Hours	15	
3rd Semester Courses	Credit Hours	Columbia Equivalent Course/IAI GECC Category
ACC 121 Financial Accounting	4	Collegewide Elective
BUS 221 Business Law I	3	28-2111 Entertainment Law
ECO 222 Principles of Microeconomics	3	Social and Behavioral Sciences
Humanities and Fine Art	3	Humanities and Fine Art
Humanities and Fine Art	3	Humanities and Fine Art
Total Semester Credit Hours	16	
4th Semester Courses	Credit Hours	Columbia Equivalent Course/IAI GECC Category
CMM 121 Fundamentals of Speech	3	Fulfills Speech Communications Requirement
ACC 122 Managerial Accounting	4	Collegewide Elective
BUS 111 Principles of Finance	3	Collegewide Elective
Physical or Life Science w/ Lab	4	Physical or Life Science w/ Lab
Total Semester Credit Hours	14	
Completion of AA Degree: 60 credit hours		

YOUR COURSES AT COLUMBIA COLLEGE CHICAGO

5th Semester Courses	Credit Hours
28-1501 Promotional Marketing	3
28-2510 Brands and Branding	3
Collegewide Elective	3
Collegewide Elective	3
College Wide Elective	3
Total Semester Credit Hours	15
6th Semester Courses	Credit Hours
28-2120 Business Writing	3
28-2500 Intro to Marketing Research	3
28-2502 Creativity in Marketing	3
Collegewide Elective	3
Collegewide Elective	3
Total Semester Credit Hours	15
7th Semester Courses	Credit Hours
28-2515 Marketing Data Analytics	3
28-3505 Marketing Yourself	3
Collegewide Elective	3
Collegewide Elective	3
Collegewide Elective	3
Total Semester Credit Hours	15
8th Semester Courses	Credit Hours
28-3416 Digital Media Strategies	3
28-3501 Marketing Case Studies	3
Social and Behavioral Sciences	3
College Wide Elective	3
College Wide Elective	3
Total Semester Credit Hours	15
Completion of BA Degree: 120 credit hours	

Columbia participates in the Illinois Articulation Initiative (IAI). Students who complete an AA and transfer to Columbia will be eligible for the IAI General Education Core. Full-time status at Columbia is 12–16 credits per term. All degree-seeking undergraduate students are required to complete Global Awareness (3 credits), U.S. Pluralism (3 credits), Writing Intensive (3 credits), and upper division (2000 level or higher) Liberal Arts and Sciences Core courses (6 credits). This plan assumes that you will complete Global Awareness, U.S. Pluralism, and 2000-level LAS core in transfer, and Writing Intensive at Columbia.

READY TO APPLY?

Visit colum.edu/apply.

Columbia College Chicago
Admissions

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