

Degree: Bachelor of Arts	Credits required for degree:	120
Major: Marketing	Credits required in major:	42

This example is for planning purposes only.

1st Semester Courses	Credit Hours	2nd Semester Courses	Credit Hours
Total Semester Credit Hours	15	Total Semester Credit Hours	15
48-11** First-Semester Experience	3	52-1151 Writing & Rhetoric II	3
52-1151 Writing & Rhetoric I	3	28-1112 Managerial Economics	3
28-1090 Introduction to Marketing	3	28-1113 Information Management	3
28-1110 Introduction to Management	3	LAS Core	3
College-Wide Elective	3	College-Wide Elective	3
3rd Semester Courses	Credit Hours	4th Semester Courses	Credit Hours
Total Semester Credit Hours	15	Total Semester Credit Hours	15
28-1501 Promotional Marketing	3	28-2500 Intro to Market Research	3
28-2120 Business Writing	3	28-2111 Entertainment Law	3
LAS Core	3	28-2510 Brands and Branding	3
LAS Core	3	LAS Core	3
College-Wide Elective	3	College-Wide Elective	3
5th Semester Courses	Credit Hours	6th Semester Courses	Credit Hours
Total Semester Credit Hours	15	Total Semester Credit Hours	15
28-2502 Creativity in Marketing	3	28-3416 Digital Media Strategies	3
28-2515 Market Data Analytics	3	LAS Core	3
LAS Core	3	LAS Core	3
College-Wide Elective	3	College-Wide Elective	3
College-Wide Elective	3	College-Wide Elective	3
7th Semester Courses	Credit Hours	8th Semester Courses	Credit Hours
Total Semester Credit Hours	3	Total Semester Credit Hours	15
28-3505 Marketing Yourself	3	28-3501 Marketing Case Studies	3
LAS Core		LAS Core	3
LAS Core		LAS Core	3
College-Wide Elective		College-Wide Elective	3
College-Wide Elective		College-Wide Elective	3

A College-Wide Elective (CWE) is any course that you will not use to complete your LAS Core, major, or any minor. You can choose CWEs from any department or program if you have met the course's requirements.

For Concentration courses or Major Electives, choose from the list for your major in the course catalog.

Full-time status at Columbia College Chicago is 12 through 16 credits per semester. 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) LAS (6 credits) courses.