

<b>Degree:</b>	<b>Bachelor of Arts</b>	<b>Credits required for degree:</b>	<b>120</b>
<b>Major:</b>	<b>Marketing</b>	<b>Credits required in major:</b>	<b>48</b>
<b>Concentration:</b>	<b>Digital Media</b>		

1st Semester Courses	Credit Hours	2nd Semester Courses	Credit Hours
<b>Total Semester Credit Hours</b>	<b>15</b>	<b>Total Semester Credit Hours</b>	<b>15</b>
BUSE 101 Introduction to Marketing	3	BUSE 150 Business of Media	3
BUSE 109 Information Management	3	BUSE 140 Promotional Marketing	3
ENGL 111 Writing & Rhetoric I (LAS Core)	3	ENGL 112 Writing & Rhetoric II (LAS Core)	3
FEXP 1** First-Semester Experience (LAS Core)	3	LAS Core Requirement	3
College-Wide Elective	3	College-Wide Elective	3
3rd Semester Courses	Credit Hours	4th Semester Courses	Credit Hours
<b>Total Semester Credit Hours</b>	<b>15</b>	<b>Total Semester Credit Hours</b>	<b>15</b>
COMM 219 Social Media Content	3	BUSE 205 Law for Creative Industries	3
BUSE 253 Introduction to Marketing Research	3	BUSE 260 Brands and Branding	3
BUSE 210 Managerial Economics	3	BUSE 358 Marketing Data Analytics	3
LAS Core Requirement	3	LAS Core Requirement	3
LAS Core Requirement	3	College-Wide Elective	3
5th Semester Courses	Credit Hours	6th Semester Courses	Credit Hours
<b>Total Semester Credit Hours</b>	<b>15</b>	<b>Total Semester Credit Hours</b>	<b>15</b>
BUSE 360 Developing a Marketing Plan	3	BUSE 334 Digital Media Strategies	3
BUSE 363 Marketing and Branding Yourself	3	BUSE 332 Managing & Licensing Intellectual Property	3
LAS Core Requirement	3	LAS Core Requirement	3
LAS Core Requirement	3	LAS Core Requirement	3
College-Wide Elective	3	College-Wide Elective	3
7th Semester Courses	Credit Hours	8th Semester Courses	Credit Hours
<b>Total Semester Credit Hours</b>	<b>15</b>	<b>Total Semester Credit Hours</b>	<b>15</b>
BUSE 378 Sponsorship	3	BUSE 475/BUSE 478/BUSE 484: Select 1 Practicum	3
LAS Core Requirement	3	LAS Core Requirement	3
LAS Core Requirement	3	LAS Core Requirement	3
College-Wide Elective	3	College-Wide Elective	3
College-Wide Elective	3	College-Wide Elective	3

**Notes:**

This degree plan is for planning purposes only. Students should work with their Academic Advisors and Departments to develop individual plans.

LAS Core Courses include First-Semester Experience, English, Mathematics, Speech, Sciences, History, Humanities, Social Sciences, and Literature,

Major Electives include courses required to be completed to finish a major, students choose from a list in the course catalog.

College-Wide Electives include all credits not applied towards LAS or Major Requirements.

Students are encouraged to consider declaring a Minor to complete their required College-Wide Elective credits.

Full-time status at Columbia College Chicago is 12-16 credits per term. Students are always encouraged to take 15-16 credits when they are full-time.

\*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 (200 level or higher) LAS core courses (6 credits).