

Degree:	Bachelor of Arts	Credits required for degree:	120
Major:	Marketing	Credits required in major:	48
Concentration:	Digital Media	Semesters to Complete this Program:	4

1st Semester Courses	Credit Hours	2nd Semester Courses	Credit Hours
Total Semester Credit Hours	15	Total Semester Credit Hours	15
BUSE 101 Introduction to Marketing	3	BUSE 205 Law for Creative Industries	3
BUSE 109 Information Management	3	BUSE 210 Managerial Economics	3
BUSE 140 Promotional Marketing	3	BUSE 253 Introduction to Marketing Research	3
BUSE 150 Business of Media	3	COMM 219 Social Media Content	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
BUSE 260 Brands and Branding	3	BUSE 332 Managing and Licensing Intellectual Property	3
BUSE 358 Marketing Data Analytics	3	BUSE 378 Sponsorship	3
BUSE 360 Developing a Marketing Plan	3	BUSE 334 Digital Media Strategies	3
BUSE 363 Marketing and Branding Yourself	3	BUSE 475, 478, or 484 Practicum	3
College-Wide Elective	3	College-Wide Elective	3

Notes:

This degree plan is a suggested sequence only. Students should work with their Academic Advisors and Departments to develop unique individual plans.

This "Transfer Plan" assumes a student has completed 60 credits in transfer including the completion of all LAS Core Requirements.

LAS Core Requirements 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 will choose from a list of major electives in the course catalog.

College-Wide Electives include all courses and credits not specifically applied towards the LAS Core 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 a minimum of 12 attempted credits per term, but the cost of tuition is the same for 12-16 attempted credits.

Students are encouraged to attempt 15-16 credits each term for financial reasons and also to complete their degree (120-128 credits) in a timely fashion.

*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).