

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

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 150 Business of Media	3
BUSE 109 Information Management	3	BUSE 140 Promotional Marketing	3
ENGL 111 Writing and Rhetoric I (Core/LAS)	3	ENGL 112 Writing and Rhetoric II (Core/LAS)	3
FEXP 1** Columbia Experience (FSE/Core)	3	Columbia Core / LAS Requirement (Math)	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
COMM 219 Social Media Content	3	BUSE 205 Law for Creative Industries	3
BUSE 253 Marketing Research	3	BUSE 260 Brands and Branding	3
BUSE 210 Economics for Creatives	3	BUSE 358 Marketing Data Analytics	3
Columbia Core / LAS Requirement	3	Columbia Core / Columbia Experience	3
Columbia Core / LAS Requirement	3	College-Wide Elective / Minor Requirement	3
5th Semester Courses	Credit Hours	6th Semester Courses	Credit Hours
Total Semester Credit Hours	15	Total Semester Credit Hours	15
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
Columbia Core / LAS Requirement	3	Columbia Core / LAS Requirement	3
Columbia Core / LAS Requirement	3	Columbia Core / Columbia Experience	3
College-Wide Elective / Minor Requirement	3	College-Wide Elective / Minor Requirement	3
7th Semester Courses	Credit Hours	8th Semester Courses	Credit Hours
Total Semester Credit Hours	15	Total Semester Credit Hours	15
BUSE 378 Sponsorship	3	BUSE 475/BUSE 478/BUSE 484: Select 1 Practicum	3
Columbia Core / LAS Requirement	3	Columbia Core / LAS Requirement	3
Columbia Core / LAS Requirement	3	Columbia Core / LAS Requirement	3
College-Wide Elective / Minor Requirement	3	College-Wide Elective	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.

The 42 credits required in the Columbia Core include the Essential Liberal Arts and Sciences (33 LAS Credits) and the Columbia Experience (9 credits).

Students are advised to complete their Writing and Rhetoric and Mathematics Requirements by the time they earn 45 credits (or within the first 3 semesters).

Major Electives include courses required to finish a major, and 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 Columbia Core or Major Requirements/Electives.

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 the Diversity, Equity, and Inclusion Requirement (6 credits) and a minimum of 9 credits at the 200 or higher level in the Columbia Core.