

<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>	<b>Semesters to complete this program:</b>	<b>4</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 205 Law for Creative Industries	3
BUSE 109 Information Management	3	BUSE 210 Economics for Creatives	3
BUSE 140 Promotional Marketing	3	BUSE 253 Marketing Research	3
BUSE 150 Business of Media	3	COMM 219 Social Media Content	3
College-Wide Elective / Minor Requirement	3	College-Wide Elective / Minor Requirement	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>
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 / Minor Requirement	3	College-Wide Elective / Minor Requirement	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 Degree Plan" assumes a student has completed 60 credits in transfer including the completion of the Essential Liberal Arts and Sciences Requirements.

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 their 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.