

Department: Business and Entrepreneurship
Degree: Bachelor of Arts
Major: Marketing

Total credits required for degree: 120

Total credits required in the major: 42

Number of semesters to degree completion¹: 4
Example for planning purposes only

1 st Semester (15 Credits)	2 nd Semester (15 Credits)
28-1500 Introduction to Marketing (3cr) 28-1110 Introduction to Management (3cr) 28-1112 Managerial Economics (3cr) 28-1113 Information Management (3cr) CWE (3cr)	28-1501 Promotional Marketing (3cr) 28-2120 Writing for Managers (3cr) 28-2111 Entertainment Law (3cr) CWE (3cr) CWE (3cr)
3 rd Semester (15 Credits)	4 th Semester (15 Credits)
28-3505 Marketing Yourself (3cr) 28-2502 Creativity in Marketing (3cr) 28-2515 Technology for Marketing (3cr) 28-3416 Digital Media Strategies (3cr) CWE (3cr)	28-3501 Marketing Case Workshop (3cr) 28-2500 Introduction to Market Research (3cr) 28-2510 Brands and Branding (3cr) CWE (3cr) CWE (3cr)

For more information, contact: Keirstin Lincoln, Academic Coordinator, klincoln@colum.edu

Key:

CWE: College-wide elective. Choose from any course in Columbia's catalog for which you have met requisites.

Major Course: Choose from required Major courses; see degree requirements for details.

¹ *Semesters to degree completion are calculated assuming 60 total credits in transfer with all [Liberal Arts & Sciences Core](#) requirements complete and no major requirements transferred in. Students may lessen the length of time to degree completion by transferring in applicable major courses. Please see transferology.com for information on individual course equivalencies. Full-time status at Columbia College Chicago is 12-16 credits per term. 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 core courses (6 credits). Except for Writing Intensive, these requirements may be met in transfer.