

Degree: Bachelor of Arts	Credits required for degree:	120
Major: Marketing	Credits required in major:	42

See how you can complete this degree in **4 semesters**.*

This example is for planning purposes only.

1st Semester Courses	Credit Hours	2nd Semester Courses	Credit Hours
Total Semester Credit Hours	15	Total Semester Credit Hours	15
28-1090 Introduction to Marketing	3	28-1501 Promotional Marketing	3
28-1110 Introduction to Management	3	28-2111 Entertainment Law	3
28-1112 Managerial Economics	3	28-2120 Business Writing	3
28-1113 Information Management	3	28-2500 Intro to Market Research	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
28-2510 Brands and Branding	3	28-2502 Creativity in Marketing	3
28-2515 Marketing Data Analytics	3	28-3501 Marketing Case Studies	3
28-3505 Marketing Yourself	3	College-Wide Elective	3
28-3416 Digital Media Strategies	3	College-Wide Elective	3
College-Wide Elective	3	College-Wide Elective	3

A College-Wide Elective (CWE) is any course that you will not use to complete your LAS Core, major, or any minor. You can choose CWEs from any department or program if you have met the course's requirements.

For Concentration courses or Major Electives, choose from the list for your major in the course catalog.

Full-time status at Columbia College Chicago is 12 through 16 credits per semester. 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 (6 credits) courses.

*This planning tool is calculated assuming the following: you will transfer in 60 total credits, you have completed all of your Liberal Arts and Sciences (LAS) Core requirements, and you will not transfer in any major requirements. You may be able to shorten the time it takes to complete this degree by transferring in applicable major courses. Please visit Transferology.com for information on individual course equivalencies. Full-time status at Columbia College Chicago is 12 through 16 credits per semester. 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 (6 credits) courses. Except for Writing Intensive, these requirements may be met in transfer.