

Degree:	Bachelor of Arts	Credits required for degree:	120
Major:	Marketing	Credits required in major:	48
Concentration:	Digital Media	Estimated semesters to complete this degree plan:	8

1st Semester Courses (Typically the Fall Semester)	Credit Hours	2nd Semester Courses (Typically the Spring Semester)	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)	3	ENGL 112 Writing and Rhetoric II (Core)	3
CCCX 1** First Semester Experience (Core)	3	Columbia Core Requirement	3
College-Wide Elective	3	College-Wide Elective	3
3rd Semester Courses (Typically the Fall Semester)	Credit Hours	4th Semester Courses (Typically the Spring Semester)	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
CCCX 2** Creative Communities (Core)	3	Columbia Core Requirement	3
Columbia Core Requirement	3	Columbia Core Requirement	3
5th Semester Courses (Typically the Fall Semester)	Credit Hours	6th Semester Courses (Typically the Spring Semester)	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 Requirement	3	CCCX 3** Innovation and Impact (Core)	3
Columbia Core Requirement	3	Columbia Core Requirement	3
College-Wide Elective	3	College-Wide Elective	3
7th Semester Courses (Typically the Fall Semester)	Credit Hours	8th Semester Courses (Typically the Spring Semester)	Credit Hours
Total Semester Credit Hours	15	Total Semester Credit Hours	15
BUSE 378 Sponsorship	3	BUSE 475, 478, or 484 Practicum	3
Columbia Core Requirement	3	Columbia Core Requirement	3
College-Wide Elective	3	College-Wide Elective	3
College-Wide Elective	3	College-Wide Elective	3
College-Wide Elective	3	College-Wide Elective	3

Notes on the Four-Year Student Degree Plan:

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

Essential LAS Core Requirements include English, Mathematics, Sciences, Literature, Humanities, History, and Social Sciences. **Columbia Experience Core Requirements** include First-Semester Experience, Creative Communities, and Innovation and Impact courses.

Major Electives include courses required to be completed 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.

All degree-seeking undergraduate students are required to complete 6 credits of **Diversity, Equity, and Inclusion (DEI)** coursework. All degree-seeking undergraduate students are required to complete 9 credits of **advanced (200 or higher level)** coursework in the Columbia Core.

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 semester, but the cost of tuition is the same for 12-16 attempted credits. Students are encouraged to attempt 15-16 credits each semester for financial reasons and to complete their degree (120-128 minimum credits) in a timely fashion.



TRANSFER STUDENT DEGREE PLAN
2021-2022 ACADEMIC YEAR

Degree:	Bachelor of Arts	Credits required for degree:	120
Major:	Marketing	Credits required in major:	48
Concentration:	Digital Media	Estimated semesters to complete this degree plan:	4

1st Semester Courses (Typically the Fall Semester)	Credit Hours	2nd Semester Courses (Typically the Spring Semester)	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 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	3	CCCX 3** Innovation and Impact (Core)	3
3rd Semester Courses (Typically the Fall Semester)	Credit Hours	4th Semester Courses (Typically the Spring Semester)	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 on the Transfer Student Degree Plan:

This degree plan assumes a student is starting at Columbia with a **minimum of 60 credits in transfer** and the completion of the Essential LAS Core Requirements. **This degree plan is a suggested sequence only.** Students should consult with their Academic Advisors and Academic Departments to develop their unique individual plans.

Essential LAS Core Requirements include English, Mathematics, Sciences, Literature, Humanities, History, and Social Sciences. **Columbia Experience Core Requirements** include First-Semester Experience, Creative Communities, and Innovation and Impact courses.

Major Electives include courses required to be completed 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.

All degree-seeking undergraduate students are required to complete 6 credits of **Diversity, Equity, and Inclusion (DEI)** coursework. All degree-seeking undergraduate students are required to complete 9 credits of **advanced (200 or higher level)** coursework in the Columbia Core.

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 semester, but the cost of tuition is the same for 12-16 attempted credits. Students are encouraged to attempt 15-16 credits each semester for financial reasons and to complete their degree (120-128 minimum credits) in a timely fashion.