

<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>Estimated semesters to complete this degree plan:</b>	<b>8</b>

1st Semester Courses (Typically the Fall Semester)	Credit Hours	2nd Semester Courses (Typically the Spring Semester)	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 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
Columbia Core Requirement (CCCX)	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
<b>Total Semester Credit Hours</b>	<b>15</b>	<b>Total Semester Credit Hours</b>	<b>15</b>
COMM 219 Social Media Content Or BUSE 208 Business Writing	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 Requirement (CCCX)	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
<b>Total Semester Credit Hours</b>	<b>15</b>	<b>Total Semester Credit Hours</b>	<b>15</b>
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	Columbia Core Requirement (CCCX)	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
<b>Total Semester Credit Hours</b>	<b>15</b>	<b>Total Semester Credit Hours</b>	<b>15</b>
BUSE 378 Sponsorship	3	BUSE 475 or BUSE 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.

**Columbia Core Requirements** include English, Mathematics, Sciences, Literature, Humanities, History, Social Sciences and Columbia Experience classes. Students should review their individual Degree Audits for their specific requirements.

**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 12-18 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  
2023-2024 ACADEMIC YEAR

<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>Estimated semesters to complete this degree plan:</b>	<b>4</b>

1st Semester Courses (Typically the Fall Semester)	Credit Hours	2nd Semester Courses (Typically the Spring Semester)	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 Or BUSE 208 Business Writing	3
College-Wide Elective	3	Columbia Core Requirement (CCCX)	3
3rd Semester Courses (Typically the Fall Semester)	Credit Hours	4th Semester Courses (Typically the Spring Semester)	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 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.

**Columbia Core Requirements** include English, Mathematics, Sciences, Literature, Humanities, History, Social Sciences and Columbia Experience classes. Students should review their individual Degree Audits for their specific requirements.

**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 12-18 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.