

<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 Strategy</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 140 Sales and Promotional Marketing	3
BUSE 109 Information Management	3	BUSE 205 Law for Creative Industries	3
CCCX 1** First Semester Experience (Columbia Experience)	3	Columbia Core Requirement	3
ENGL 111 Foundations of 21st Century Writing (Communication)	3	Columbia Core Requirement (Communication)	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>
BUSE 201 Accounting	3	BUSE 210 Managerial Economics	3
BUSE 219 Social Media Content	3	BUSE 253 Marketing Research	3
Columbia Core Requirement	3	Columbia Core Requirement	3
Columbia Core Requirement	3	Columbia Core Requirement	3
College-Wide Elective	3	College-Wide Elective	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 258 Business and Marketing Innovation	3	BUSE 302 Advertising and Public Relations Strategies	3
BUSE 260 Brands and Branding	3	BUSE 319 Brand Strategy	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
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 334 Digital Media Strategies	3	BUSE 358 Marketing Data Analytics	3
BUSE 335 Digital Media Planning	3	BUSE 484 or BUSE 489	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. Students should consult their advisor to create an individual plan.**

All students are required to complete a minimum of 30 credits in **Columbia Core Requirements**.

**Major Electives** are required courses chosen from a list in the course catalog.

**College-Wide Electives** are courses not counted toward the Columbia Core or Major Requirements.

All undergraduates must complete 6 credits of DEI coursework and 9 credits of advanced (200-level or higher) Columbia Core courses.

Students are encouraged to declare a Minor to fulfill College-Wide Elective credits.

**Full-time status is 12+ credits, but tuition covers 12–18. Students are encouraged to take 15–16 credits per semester to stay on track for graduation and maximize value.**

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<b>Major:</b>	<b>Marketing</b>	<b>Credits required in major:</b>	<b>48</b>
<b>Concentration:</b>	<b>Digital Strategy</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 Marketing	3	BUSE 210 Managerial Economics	3
BUSE 140 Sales and Promotional Marketing	3	BUSE 219 Social Media Content	3
BUSE 201 Accounting	3	BUSE 253 Marketing Research	3
College-Wide Elective	3	Columbia Experience Requirement	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 258 Business and Marketing Innovation	3	BUSE 334 Digital Media Strategy	3
BUSE 260 Brands and Branding	3	BUSE 345 Digital Media Planning	3
BUSE 302 Advertising and Public Relations Strategies	3	BUSE 358 Marketing Data Analytics	3
BUSE 319 Brand Strategy	3	BUSE 484 or BUSE 489	3
College-Wide Elective	3	College-Wide Elective	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>0</b>	<b>Total Semester Credit Hours</b>	<b>0</b>
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>0</b>	<b>Total Semester Credit Hours</b>	<b>0</b>

**Notes on the Transfer Student Degree Plan:**

This plan assumes at least 60 transfer credits and completion of Columbia Core requirements. DEI and Columbia Experience must be completed at Columbia and cannot be fulfilled with transfer credits.

This degree plan is a suggested sequence. Students should consult their advisor to create an individual plan.

All students are required to complete a minimum of 30 credits in **Columbia Core Requirements**.

**Major Electives** are required courses chosen from a list in the course catalog.

**College-Wide Electives** are courses not counted toward the Columbia Core or Major Requirements.

All undergraduates must complete 6 credits of DEI coursework and 9 credits of advanced (200-level or higher) Columbia Core courses.

Students are encouraged to declare a Minor to fulfill College-Wide Elective credits.

**Full-time status is 12+ credits, but tuition covers 12–18. Students are encouraged to take 15–16 credits per semester to stay on track for graduation and maximize value.**