

Four Year Planning Tool

Columbia College Chicago

Academic Year 2016-2017

Department: BUSE	Total Credits required for Degree:	120
Degree: Bachelor of Arts	Total Credits required in Major:	42
Major Program: Marketing		

Example is for planning purposes only

1st Semester Courses	Credit Hours	2nd Semester Courses	Credit Hours
48-11XX First-Semester Experience	3	52-1152 Writing & Rhetoric II (EN)	3
52-1151 Writing & Rhetoric I (EN)	3	28-1112 Managerial Economics	3
28-1110 Introduction to Management	3	28-1113 Information Management	3
28-1500 Introduction to Marketing	3	LAS Core	3
College-Wide Elective	3	College-Wide Elective	3
Total Semester Hours:	15	Total Semester Hours:	15
3rd Semester Courses	Credit Hours	4th Semester Courses	Credit Hours
28-1501 Promotional Marketing	3	28-2500 Intro to Market Research	3
28-2120 Business Writing	3	28-2111 Entertainment Law	3
LAS Core	3	28-2510 Brands and Branding	3
LAS Core	3	LAS Core	3
College-Wide Elective	3	College-Wide Elective	3
Total Semester Hours:	15	Total Semester Hours:	15
5th Semester Courses	Credit Hours	6th Semester Courses	Credit Hours
28-2502 Creativity in Marketing	3	28-3416 Digital Media Strategies	3
28-2515 Marketing Data Analytics	3	LAS Core	3
LAS Core	3	LAS Core	3
College-Wide Elective	3	College-Wide Elective	3
College-Wide Elective	3	College-Wide Elective	3
Total Semester Hours:	15	Total Semester Hours:	15
7th Semester Courses	Credit Hours	8th Semester Courses	Credit Hours
28-3505 Marketing Yourself	3	28-3501 Marketing Case Studies	3
LAS Core	3	LAS Core	3
LAS Core	3	LAS Core	3
College-Wide Elective	3	College-Wide Elective	3
College-Wide Elective	3	College-Wide Elective	3
Total Semester Hours:	15	Total Semester Hours:	15

Major Elective: Choose from a list of courses, available in the catalog, to fulfill major requirements.

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).