

# Transfer Planning Tool

## Columbia College Chicago

### Academic Year 2016-2017

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

#### Semesters Needed for Degree Completion\*: 4

*Example is for planning purposes only*

1st Semester Courses	Credit Hours	2nd Semester Courses	Credit Hours
28-1110 Introduction to Management	3	28-2500 Intro to Market Research	3
28-1112 Managerial Economics	3	28-2111 Entertainment Law	3
28-1113 Information Management	3	28-2120 Business Writing (Writing Intensive)	3
28-1500 Introduction to Marketing	3	28-1501 Promotional Marketing	3
CWE	3	CWE	3
<b>Total Semester Hours:</b>	<b>15</b>	<b>Total Semester Hours:</b>	<b>15</b>
3rd Semester Courses	Credit Hours	4th Semester Courses	Credit Hours
28-2510 Brands and Branding	3	28-2502 Creativity in Marketing	3
28-2515 Marketing Data Analytics	3	28-3501 Marketing Case Workshop	3
28-3505 Marketing Yourself	3	CWE	3
28-3416 Digital Media Strategies	3	CWE	3
CWE	3	CWE	3
<b>Total Semester Hours:</b>	<b>15</b>	<b>Total Semester Hours:</b>	<b>15</b>

**CWE:** College-Wide Elective. Choose from any course in the Columbia College Chicago catalog for which you have met the prerequisites and requirements.

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

\*Semesters to degree completion are calculated assuming 60 total credits in transfer with all Liberal Arts & Sciences Core requirements complete and no major requirements transferred in. Students may lessen the length of time to degree completion by transferring in applicable major courses. Please see [TRANSFEROLOGY](#) for information on individual course equivalencies.

*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). This plan assumes completion of Global Awareness, U.S. Pluralism, and 2000-level LAS core in transfer, and Writing Intensive will be completed at Columbia College Chicago.*