

| College of DuPage | Columbia College Chicago |
|---|--|
| Degree: Associate in Arts | Degree: Bachelor of Arts |
| Focus: Business/Marketing | Major: Marketing |
| Minimum credits at the College of DuPage: 64 | Credits completed at Columbia: 56 |

Degree Information

As a Marketing major, you will choose a concentration in Digital Media, Entertainment Industry, or Sports Management so that you can gain relevant experience in your chosen field. Learn more about the major, faculty, and concentrations at colum.edu/academics/programs/marketing.

Admissions & Deadlines

Columbia accepts and reviews applications to our Bachelor of Arts programs on a rolling basis and it is to your advantage to complete your application as early as possible. Use the [Transfer Timeline](#) and [Transfer Checklist](#) to plan your transfer.

Tuition & Scholarships

General Tuition and Fees: colum.edu/tuition

Scholarships and Financial Aid: colum.edu/scholarships

Contact Information

Want to learn more?

Web: colum.edu/transfer

Email: transfer@colum.edu

More Information

Completion of this transfer guide does not guarantee admission to Columbia College Chicago. Additionally, the Columbia semester plan should be considered a guide and all Columbia transfer students should work with their academic advisor to ensure that they are making progress toward graduation.

All degree-seeking Columbia students are required to complete the Columbia Core which contains the Essential Liberal Arts and Sciences coursework in addition to mission-specific graduation requirements: Nine credit hours of 200-level (or higher) coursework, 3 credit hours of Columbia Experience coursework, and at least two courses (6 credit hours) with a Diversity, Equity, and Inclusion (DEI) designation to meet graduation requirements.

College of DuPage Transfer Pathway

SEMESTER 1

| College of DuPage | | Columbia College Chicago |
|---|---------|----------------------------------|
| Course Title | Credits | Course Title |
| ECONO 2201 Macroeconomics OR ECONO 2202 Microeconomics | 3 | BUSE 210 Economics for Creatives |
| ENGLI 1101 English Composition I | 3 | ENGL 111 Writing and Rhetoric I |
| SOCIO 1205 Introduction to Data Science | 3 | BUSE 109 Information Management |
| IAI Mathematics course | 3 | Mathematics course |
| IAI Social and Behavioral Sciences course | 3 | Social Science course |

SEMESTER 2

| College of DuPage | | Columbia College Chicago |
|---|---------|---------------------------------------|
| Course Title | Credits | Course Title |
| BUSLW 2211 Business Law 1 | 3 | BUSE 205 Law for Creative Industries |
| ENGLI 1102 English Composition II | 3 | ENGL 112 Writing and Rhetoric II |
| MARKE 2210 Principles of Marketing | 3 | BUSE 101 Introduction to Marketing |
| SPEEC 1100 Fundamentals of Speech Communication | 3 | Meets IAI Speech Communication course |
| IAI Physical or Life Science course | 3 | Science course |

SEMESTER 3

| College of DuPage | | Columbia College Chicago |
|---|---------|---|
| Course Title | Credits | Course Title |
| Transfer Elective | 3 | Collegewide Elective* |
| Transfer Elective | 3 | Collegewide Elective* |
| IAI Humanities course | 3 | Humanities course |
| IAI Physical or Life Science with lab | 4 | Science course with lab |
| 200-Level IAI Social and Behavioral Sciences course | 3 | 200-Level Social and Behavioral Sciences course |

SEMESTER 4

| College of DuPage | | Columbia College Chicago |
|--|---------|--------------------------|
| Course Title | Credits | Course Title |
| MARKE 2270 Digital Marketing | 3 | Collegewide Elective* |
| Transfer Elective | 3 | Collegewide Elective* |
| Transfer Elective | 3 | Collegewide Elective* |
| IAI Fine Arts course | 3 | Humanities course |
| IAI Social and Behavioral Sciences course | 3 | Social Science course |
| 200-Level IAI Humanities or Fine Arts course | 3 | Humanities course |

Total transfer credits toward Columbia degree

64

*Collegewide Electives will be applied to required graduation hours at Columbia College Chicago.

Remaining Coursework at Columbia College Chicago

SEMESTER 5

| Course Title | Credits |
|--|-----------|
| BUSE 140 Promotional Marketing | 3 |
| BUSE 260 Brands and Branding | 3 |
| Concentration Course | 3 |
| Diversity, Equity, and Inclusion (DEI) designated course | 3 |
| Collegewide Elective or Minor Course | 3 |
| Total Credit Hours | 15 |

SEMESTER 6

| Course Title | Credits |
|--|-----------|
| BUSE 253 Marketing Research | 3 |
| BUSE 363 Marketing and Branding Yourself | 3 |
| CCCX Columbia Experience course with DEI designation | 3 |
| Concentration Course | 3 |
| Collegewide Elective or Minor Course | 3 |
| Total Credit Hours | 15 |

SEMESTER 7

| Course Title | Credits |
|--------------------------------------|-----------|
| BUSE 358 Marketing Data Analytics | 3 |
| BUSE 360 Developing a Marketing Plan | 3 |
| Concentration Course | 3 |
| Collegewide Elective or Minor Course | 3 |
| Collegewide Elective or Minor Course | 2 |
| Total Credit Hours | 14 |

SEMESTER 8

| Course Title | Credits |
|--|-----------|
| BUSE 378 Sponsorship | 3 |
| 400-Level Concentration Practicum Course | 3 |
| Concentration Course | 3 |
| Collegewide Elective or Minor Course | 3 |
| Total Credit Hours | 12 |

Total Degree Credit Hours

120