

Transfer Guide

Columbia College Chicago
Degree: BA
Marketing Communication

College of Lake County
Degree: AA (Plan 13 AB)

Marketing Communication

The Marketing Communication Department offers a major in Marketing Communication with concentrations in Advertising, Marketing, Creative Sports Marketing, and Public Relations.

Transfer Admission Guidelines

Every Marketing Communication Major at Columbia College Chicago is required to take six core courses: Integrated Marketing Communication, Introduction to Advertising, AdCult: Cultural and Psychological Aspects of Advertising Communication, Introduction to Media, Introduction to Marketing Research, and Introduction to Public Relations. In addition, students must complete coursework in their chosen Concentration. More information about the program and its requirements is available at the [Marketing Communication web site](#).

Transfer Credit Worksheet

The following list shows equivalent courses in Marketing Communication at Columbia College Chicago and the AA program in Business Management at College of Lake County.

CLC Management Courses	Credits	Columbia College Chicago Equivalent
<i>Core</i>		
BUS 122 Principles of Marketing	3	54-1500 Integrated Marketing Communication
<i>Concentration</i>		
BUS 213 Principles of Salesmanship	3	54-1503 Intro to Sales & Sales Management*
BUS 214 Advertising	3	54-1600 Introduction to Advertising**
<i>Elective</i>		
BUS 212 Industrial Marketing	3	54-3503 New Products Marketing

* Will fulfill a requirement in the Marketing concentration

** Will fulfill a requirement in the Advertising concentration

College of Lake County General Education and Columbia College Chicago Liberal Arts and Sciences Core requirements are on the following page.

General Education Curriculum for College of Lake County AA Degree

	CLC Requirement	Credits	Columbia College Chicago Equivalent
_____	Communications	9	ENG 121 & 122 and CMM 121 strongly recommended
_____	Mathematics: MTH 127 or higher course number	3	Mathematics
_____	Humanities and Fine Arts	3	One Humanities, one Literature, and one Fine Arts strongly recommended
_____	Physical and Life Sciences	7	Science
_____	Social and Behavioral Sciences	9	Social Science: take one History to apply to separate History requirement

Additional Columbia College Chicago Liberal Arts and Sciences Core Curriculum Requirements for BA Degree

	Course	Credits
_____	History	3
_____	First Year Studies	3

- *Transfer students with more than 24 hours must substitute a Core elective for the First-Year Studies requirement.*
- *Two Liberal Arts and Sciences Core courses must be 2000-level or higher.*
- *One Liberal Arts and Sciences Core course must meet the United States Pluralism requirement (minority groups in the United States)*
- *One Liberal Arts and Sciences Core course must meet the Global Awareness requirement (non-Western studies)*
- *Fluency in Technology requirement must be completed for graduation.*

Credit Summary

Total number of credits transferable from College of Lake County	62
Total number of credits required for Columbia College Chicago BA	120
Total number of credits in AA at College of Lake County	60
Total number of General Education credits at College of Lake County	37
Total number of LA&S Core Curriculum required at Columbia College Chicago	42

Further information for the Marketing Communications BA is available in the Columbia College Chicago undergraduate catalog or the [Marketing Communications web site](#). For more information on the Liberal Arts and Sciences Core Curriculum and specific courses available at College of Lake County, please refer to the [chart](#) available on the [Office of Transfer Evaluation web site](#).

For more information on transferring to Columbia College Chicago, please contact the Office of Undergraduate Admissions at 312-344-7130 or visit our web site at www.colum.edu.