

MARKETING

FIND YOUR CALLING

@ Columbia College



Marketing is everywhere. Learn about marketing strategy as well as tools for digital and social media marketing, research and analytics, advertising and branding.

POTENTIAL PATHS



Marketing jobs are growing at a faster-than-average rate, according to the Bureau of Labor Statistics.

Advertising

Digital Marketing

Marketing Management

Marketing Research & Analytics

Public Relations

Social Media Marketing

Columbia College offers:

- Free tutoring
- Internship opportunities
- Lifelong career support

B.A. OR B.S.

Columbia College offers a Bachelor of Arts and a Bachelor of Science in Marketing, which require slightly different coursework. For example, a Bachelor of Arts includes a foreign language requirement.

WHAT YOU'LL LEARN

Complete a total of 120 hours, 39-42 of which will be general education classes. Complete core courses in the following areas:

Accounting	Business Analytics
Macroeconomics	Microeconomics
Business Finance	Statistics
Principles of Management	Business Communication
Business Law	International Business
Business Ethics	Business Information Systems
Strategic Management	Principles of Marketing
Consumer Behavior	Digital Marketing
Marketing Research & Analytics	Strategic Marketing



Admissions@CCIS.edu | CCIS.edu
(573) 875-7515 or (833) 844-3328

OCC38-20.1

The information featured in this publication does not in any way imply or guarantee specific outcomes. Visit Catalog.CCIS.edu for a complete listing. The information contained on this card relates to the 2020-21 academic year and is subject to change.