# FLASHPOINT CHICAGO

**A CAMPUS OF COLUMBIA COLLEGE HOLLYWOOD**

| BFA GDIM (2019) Digital Marketing Emphasis | | | |
|---|---|---|---|
| **Course Code** | **Course Name** | **Prerequisites** | **Credits** |
| **GDIM Core** | | | |
| ARTD101 | Color Theory & Practice | None | 4 |
| MRKT101 | Introduction to Digital Marketing | None | 4 |
| GDIM102 | Design Process | None | 4 |
| ARTS110 | Observational and Perspective Drawing | None | 4 |
| ARTD111 | 2D Image Manipulation | ARTD101 | 4 |
| ARTD116 | Vector Graphics | ARTD101 | 4 |
| IMED150 | Web Development I | None | 4 |
| GDIM190 | Professional Practices in Marketing & Design | ARTD111 | 4 |
| GRPH204 | Typography I | GDIM102 | 4 |
| GRPH206 | Graphic Design I | GDIM102 | 4 |
| GRPH208 | Graphic Design II | GRPH206 | 4 |
| ARTD212 | Motion Graphics I | ARTD111 | 4 |
| GDIM230 | Design Team I | Dept Approval | 4 |
| GDIM330 | Design Team II | GDIM230 | 4 |
| **Written and Oral Communication Requirements** | | | |
| HUMA101 | Composition I: College English | None | 4 |
| HUMA105 | Fundamentals of Oral Communication | HUMA101 | 4 |
| HUMA201 | Composition II: Reading, Writing, Thinking | HUMA105 | 4 |
| **Humanities Requirements** | | | |
| ARTH101 | Visual Culture | HUMA101 | 4 |
| ARTH1XX | Art History (Lower Level) | HUMA101 | 4 |
| Choose 1 Humanities (Lower Level): | | HUMA101 | 4 |
| ARTH1XX | Art History and Criticism (Lower Level) | | |
| CMST1XX | Cinema and Media Studies (Lower Level) | | |
| HUMA1XX | Humanities (Lower Level) | | |
| LITR1XX | Literature Studies (Lower Level) | | |
| MCST1XX | Music History and Criticism (Lower Level) | | |
| THST1XX | Theater History and Criticism (Lower Level) | | |
| HUMA310 | Critical Studies: Art, Media, Culture | HUMA201 | 4 |
| ARTH331 | Art History: Design | one ARTH (Lower) | 4 |
| ARTH3XX | Art History (Upper Level) | one ARTH (Lower) | 4 |
| **Mathematics Requirement** | | | |
| MATH101 | General Math | None | 4 |
| **Physical and Life Sciences Requirements** | | | |
| Choose 1: PSCI1XX | Physical Science (Lower Level) | None | 4 |
| LSCI1XX | Life Science (Lower Level) | | |
| Choose 1: PSCI3XX | Physical Science (Upper Level) | one PSCI or LSCI (Lower) | 4 |
| LSCI3XX | Life Science (Upper Level) | | |

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| **Social and Behavioral Sciences Requirements** | | | |
| Choose 1: SOCS1XX | Social Science (Lower Level) | None | 4 |
| BHVS1XX | Behavioral Science (Lower Level) | | |
| Choose 1: SOCS3XX | Social Science (Upper Level) | one SOCS or BHVS (Lower) | 4 |
| BHVS3XX | Behavioral Science (Upper Level) | | |
| **General Education Capstone Seminar Requirement** | | | |
| Choose 1: HUMA490 | Seminar in Humanities | HUMA310 | 4 |
| SOCS490 | Seminar in Social Sciences | HUMA201, SOCS (Upper) | |
| BHVS490 | Seminar in Behavioral Sciences | HUMA201, BHVS (Upper) | |
| **Digital Marketing Requirements** | | | |
| MRKT241 | Search Optimization | IMED150 | 4 |
| MRKT271 | Market Research | MRKT101 | 4 |
| MRKT281 | Mobile and the Connected Customer | MRKT101 | 4 |
| MRKT291 | Social Media Marketing | MRKT101 | 4 |
| IMED305 | UX Foundations | GRPH206 | 4 |
| GRPH312 | Brand Management for Business | MRKT271 | 4 |
| MRKT322 | Consumer Engagement and Design | MRKT281 | 4 |
| MRKT403 | Social Community Management | MRKT281 | 4 |
| **Digital Marketing Electives** | | | |
| | Digital Marketing Elective #1 | | 4 |
| | Digital Marketing Elective #2 | | 4 |
| | Digital Marketing Elective #3 | | 4 |
| | Digital Marketing Elective #4 | | 4 |
| **Open Electives** | | | |
| | Open Elective #1 | | 4 |
| | Open Elective #2 | | 4 |
| | Open Elective #3 | | 4 |
| | Open Elective #4 | | 4 |
| **Senior Thesis** | | | |
| GDIM350 | GDIM Portfolio Development I | Dept Approval | 4 |
| GDIM450 | GDIM Portfolio Development II | GDIM350 | 4 |
| GDIM470 | GDIM Portfolio Development III | GDIM450 | 4 |
| | | | **192** |