

<b>Degree: Bachelor of Arts</b>	<b>Credits required for degree:</b>	<b>120</b>
<b>Major: Advertising</b>	<b>Credits required in major:</b>	<b>45</b>

This example is for planning purposes only.

1st Semester Courses	Credit Hours	2nd Semester Courses	Credit Hours
<b>Total Semester Credit Hours</b>	<b>15</b>	<b>Total Semester Credit Hours</b>	<b>15</b>
48-11** First-Semester Experience	3	52-1152 Writing & Rhetoric II	3
52-1151 Writing & Rhetoric I	3	54-1601 Consumer Behavior	3
54-1700 Introduction to Public Relations	3	54-2606 Advertising Copywriting I	3
54-1600 Introduction to Advertising	3	LAS Core	3
LAS Core	3	College-Wide Elective	3
3rd Semester Courses	Credit Hours	4th Semester Courses	Credit Hours
<b>Total Semester Credit Hours</b>	<b>15</b>	<b>Total Semester Credit Hours</b>	<b>15</b>
54-2601 Advertising Workshop	3	54-3607 360 Experiential Campaigns	3
54-2607 Interactive Advertising	3	54-3810 Brand Strategy	3
LAS Core	3	LAS Core	3
LAS Core	3	LAS Core	3
College-Wide Elective	3	College-Wide Elective	3
5th Semester Courses	Credit Hours	6th Semester Courses	Credit Hours
<b>Total Semester Credit Hours</b>	<b>15</b>	<b>Total Semester Credit Hours</b>	<b>15</b>
CREATIVE TRACK: 54-3650 Advertising Copywriting II (WI) STRATEGY TRACK: 54-3102 Media Planning	3	CREATIVE TRACK: 54-3603 Copywriter/Art Director Team STRATEGY TRACK: 54-2702 Presentation Skills	3
Major Lower Elective	3	Major Upper Elective	3
LAS Core	3	LAS Core	3
LAS Core	3	LAS Core	3
College-Wide Elective	3	College-Wide Elective	3
7th Semester Courses	Credit Hours	8th Semester Courses	Credit Hours
<b>Total Semester Credit Hours</b>	<b>15</b>	<b>Total Semester Credit Hours</b>	<b>15</b>
CAPSTONE: 54-4605 Campaign Practicum I OR 54-4978 Agency	3	54-4606 Campaign Practicum II OR 2 CWEs	6
CREATIVE TRACK: 54-3604 Portfolio Development STRATEGY TRACK: 54-3504 Account Executive/Brand Manager	3	Major Upper Elective	3
LAS Core	3	College-Wide Elective	3
College-Wide Elective	3	College-Wide Elective	3
College-Wide Elective	3		

A College-Wide Elective (CWE) is any course that you will not use to complete your LAS Core, major, or any minor. You can choose CWEs from any department or program if you have met the course's requirements.

For Concentration courses or Major Electives, choose from the list for your major in the course catalog.

Full-time status at Columbia College Chicago is 12 through 16 credits per semester. 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 (6 credits) courses.