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| Degree: Bachelor of Arts | Credits required for degree: | 120 |
| Major: Social Media and Digital Strategy | Credits required in major: | 45 |

See how you can complete this degree in **4 semesters**.*

This example is for planning purposes only.

| 1st Semester Courses | Credit Hours | 2nd Semester Courses | Credit Hours |
|--|--------------|---|--------------|
| Total Semester Credit Hours | 15 | Total Semester Credit Hours | 15 |
| 54-1200 Intro to Social Media/Digital Strategies | 3 | 53-2205 Writing for Social Media | 3 |
| 54-1601 Consumer Behavior | 3 | 36-1010 Fundamentals of Interaction | 3 |
| 53-2206 Social Media Ethics | 3 | 54-2607 Interactive Advertising | 3 |
| 53-1520 Smartphone Photo | 1 | 28-3416 Digital Media Strategies | 3 |
| 53-1715 Essentials of Interviewing | 1 | College-Wide Elective | 3 |
| 53-1521 Smartphone Video | 1 | | |
| College-Wide Elective | 3 | | |
| 3rd Semester Courses | Credit Hours | 4th Semester Courses | Credit Hours |
| Total Semester Credit Hours | 15 | Total Semester Credit Hours | 15 |
| 54-2712 Social Media and PR Strategies | 3 | **54-3610 Social Media/Digital Strategy Practicum | 3 |
| 28-2515 Marketing Data Analytics | 3 | 36-1420 Scripting for Web and Mobile 1 | 3 |
| Major Elective | 3 | Major Elective | 3 |
| Major Elective | 3 | College-Wide Elective | 3 |
| College-Wide Elective | 3 | College-Wide Elective | 3 |
| | | ** Offered in spring semesters only | |

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.

*This planning tool is calculated assuming the following: you will transfer in 60 total credits, you have completed all of your Liberal Arts and Sciences (LAS) Core requirements, and you will not transfer in any major requirements. You may be able to shorten the time it takes to complete this degree by transferring in applicable major courses. Please visit Transferology.com for information on individual course equivalencies. 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. Except for Writing Intensive, these requirements may be met in transfer.