

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

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
48-11** First-Semester Experience	3	52-1152 Writing & Rhetoric II	3
52-1151 Writing & Rhetoric I	3	53-2206 Social Media Ethics	3
54-1200 Intro to Social Media/Digital Strategy	3	53-1521 Smartphone Video	1
54-1601 Consumer Behavior	3	53-1520 Smartphone Photo	1
LAS Core	3	53-1715 Essentials of Interviewing	1
		LAS Core	3
		College-Wide Elective	3
3rd Semester Courses	Credit Hours	4th Semester Courses	Credit Hours
Total Semester Credit Hours	15	Total Semester Credit Hours	15
36-1010 Fundamentals of Interaction	3	54-2607 Interactive Advertising	3
53-2205 Writing for Social Media	3	28-3416 Digital Media Strategies	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
Total Semester Credit Hours	15	Total Semester Credit Hours	15
54-2712 Social Media and PR Strategies	3	28-2515 Marketing Data Analytics	3
LAS Core	3	36-1420 Scripting for Web and Mobile 1	3
LAS Core	3	LAS Core	3
College-Wide Elective	3	LAS Core	3
College-Wide Elective	3	College-Wide Elective	3
7th Semester Courses	Credit Hours	8th Semester Courses	Credit Hours
Total Semester Credit Hours	15	Total Semester Credit Hours	15
Major Elective	3	**54-3610 Social Media/Digital Strategy Practicum	3
Major Elective	3	Major Elective	3
LAS Core	3	LAS Core	3
College-Wide 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.