

Degree:	Bachelor of Arts	Credits required for degree:	120
Major:	Public Relations	Credits required in major:	45

1st Semester Courses	Credit Hours	2nd Semester Courses	Credit Hours
Total Semester Credit Hours	15	Total Semester Credit Hours	15
ADVE 101 Introduction to Advertising	3	ADVE 120 Consumer Behavior	3
PURE 102 Intro to Public Relations	3	PURE 105 Public Relations Writing (WI)	3
ENGL 111 Writing and Rhetoric I (LAS Core)	3	ENGL 112 Writing and Rhetoric II (LAS Core)	3
FEXP 1** First Semester Experience (LAS Core)	3	LAS Core Requirement	3
College-Wide Elective	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
PURE 220 Public Relations Issues	3	PURE 210 Presentation Skills	3
PURE *** Major Elective / Lower Elective	3	PURE 230 Social Media and PR Strategies	3
LAS Core Requirement	3	LAS Core Requirement	3
LAS Core Requirement	3	LAS Core Requirement	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
PURE 310 Social Change Communications	3	ADVE 310 360 Experiential Campaigns	3
PURE *** Major Elective / Upper Elective	3	ADVE 340 Brand Strategy	3
LAS Core Requirement (200 Level)	3	LAS Core Requirement (200 Level)	3
LAS Core Requirement* (Global Awareness)	3	LAS Core Requirement* (U.S. Pluralism)	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
PURE 375 Strategic Media Relations	3	ADVE 420 Agency	3
PURE *** Major Elective / Upper Elective	3	or PURE 420 PR Campaigns	*
LAS Core Requirement	3	LAS Core Requirement	3
College-Wide Elective	3	College-Wide Elective	3
College-Wide Elective	3	College-Wide Elective	3
		College-Wide Elective	3

Notes:

This degree plan is a suggested sequence only. Students should work with their Academic Advisors and Departments to develop unique individual plans.

LAS Core Requirements include First-Semester Experience, English, Mathematics, Speech, Sciences, History, Humanities, Social Sciences, and Literature.

Major Electives include courses required to be completed to finish a major, students will choose from a list of major electives in the course catalog.

College-Wide Electives include all courses and credits not specifically applied towards the LAS Core or Major Requirements.

Students are encouraged to consider declaring a Minor to complete their required College-Wide Elective credits.

Full-time status at Columbia College Chicago is a minimum of 12 attempted credits per term, but the cost of tuition is the same for 12-16 attempted credits.

Students are encouraged to attempt 15-16 credits each term for financial reasons and also to complete their degree (120-128 credits) in a timely fashion.

*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 (200 level or higher) LAS Core courses (6 credits).