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|-----------------------|-------------------------|--|------------|
| <b>Degree:</b>        | <b>Bachelor of Arts</b> | <b>Credits required for degree:</b>        | <b>120</b> |
| <b>Major:</b>         | <b>Public Relations</b> | <b>Credits required in major:</b>          | <b>45</b>  |
| <b>Concentration:</b> |                         | <b>Semesters to complete this program:</b> | <b>4</b>   |

| 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>    |
| ADVE 101 Introduction to Advertising     | 3            | PURE 220 Public Relations Issues         | 3            |
| PURE 102 Intro to Public Relations       | 3            | PURE 105 Public Relations Writing (WI)   | 3            |
| ADVE 120 Consumer Behavior               | 3            | PURE 230 Social Media and PR Strategies  | 3            |
| PURE *** Major Elective / Lower Elective | 3            | PURE *** Major Elective / Upper Elective | 3            |
| College-Wide Elective                    | 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>    |
| ADVE 340 Brand Strategy                  | 3            | ADVE 420 Agency                          | 3            |
| PURE 210 Presentation Skills             | 3            | or PURE 420 PR Campaigns                 | *            |
| PURE 375 Strategic Media Relations       | 3            | ADVE 310 360 Experiential Campaigns      | 3            |
| PURE 310 Social Change Communications    | 3            | PURE *** Major Elective / Upper 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.

This "Transfer Plan" assumes a student has completed 60 credits in transfer including the completion of all LAS Core Requirements.

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).