

Degree:	Bachelor of Arts	Credits required for degree:	120
Major:	Social Media and Digital Strategy	Credits required in major:	45
Concentration:		Semesters to Complete this Program:	4

1st Semester Courses	Credit Hours	2nd Semester Courses	Credit Hours
Total Semester Credit Hours	15	Total Semester Credit Hours	15
COMM 103 Intro to Social Media & Digital Strategies	3	INMD 102 Fundamentals of Interaction	3
ADVE 120 Consumer Behavior	3	COMM 219 Social Media Content	3
COMM 222 Communication Ethics	3	JOUR 141 Smartphone: Video	1
JOUR 140 Smartphone: Photo	1	BUSE 334 Digital Media Strategies	3
JOUR 143 Smartphone: Audio	1	ADVE 230 Digital Platforms	3
College-Wide Elective	4	College-Wide Elective	2
3rd Semester Courses	Credit Hours	4th Semester Courses	Credit Hours
Total Semester Credit Hours	15	Total Semester Credit Hours	15
PURE 230 Social Media and PR Strategies	3	ADVE 420 Agency	3
BUSE 358 Marketing Data Analytics	3	Or COMM 485 SMDS Practicum	*
Major Elective	3	INMD 114 Web Development I	3
Major Elective	3	Major 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).