

Degree:	Bachelor of Arts	Credits required for degree:	120
Major:	Advertising	Credits required in major:	45
Concentration:	Art Direction		

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
GRDE 136 Design Lab	3	GRDE 131 Survey of Typography	3
ENGL 111 Writing and Rhetoric I (Core/LAS)	3	ENGL 112 Writing and Rhetoric II (Core/LAS)	3
FEXP 1** Columbia Experience (FSE/Core)	3	Columbia Core / LAS Requirement (Math)	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
ADVE 230 Digital Platforms	3	ADAD 252 Advertising Design	3
ADVE 245 Ad Production	3	Columbia Core / LAS Requirement	3
Columbia Core / LAS Requirement	3	Columbia Core / Columbia Experience	3
Columbia Core / LAS Requirement	3	College-Wide Elective / Minor Requirement	3
College-Wide Elective / Minor Requirement	3	College-Wide Elective / Minor Requirement	3
5th Semester Courses	Credit Hours	6th Semester Courses	Credit Hours
Total Semester Credit Hours	15	Total Semester Credit Hours	15
ADVE 280 Advertising Workshop	3	ADVE 325 Copywriter / Art Director Team	3
ADVE 340 Brand Strategy	3	Major Elective - Advertising Elective (ADVE ***)	3
Major Elective - Advertising Elective (ADVE ***)	3	Columbia Core / LAS Requirement	3
Columbia Core / LAS Requirement	3	Columbia Core / Columbia Experience	3
Columbia Core / LAS Requirement	3	College-Wide Elective / Minor Requirement	3
7th Semester Courses	Credit Hours	8th Semester Courses	Credit Hours
Total Semester Credit Hours	15	Total Semester Credit Hours	15
DSGN 350 Portfolio	3	ADVE 492 Ad Portfolio	3
ADVE 420 Agency	3	ADVE 481 Campaign Practicum II (or CWEs)	6
or ADVE 480 Campaign Practicum I		Columbia Core / LAS Requirement	3
Columbia Core / LAS Requirement	3	College-Wide Elective / Minor Requirement	3
College-Wide Elective / Minor Requirement	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.
- The 42 credits required in the Columbia Core include the Essential Liberal Arts and Sciences (33 LAS Credits) and the Columbia Experience (9 credits).
- Students are advised to complete their Writing and Rhetoric and Mathematics Requirements by the time they earn 45 credits (or within the first 3 semesters).
- Major Electives include courses required to finish a major, and 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 Columbia Core or Major Requirements/Electives.
- 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 the Diversity, Equity, and Inclusion Requirement (6 credits) and a minimum of 9 credits at the 200 or higher level in the Columbia Core.