

<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>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 105 Public Relations Writing (WI)	3
PURE 102 Intro to Public Relations	3	PURE 220 Public Relations Issues	3
ADVE 120 Consumer Behavior	3	PURE 375 Strategic Media Relations	3
PURE *** Major Elective / Lower Elective	3	PURE *** Major Elective / Upper Elective	3
College-Wide Elective / Minor Requirement	3	College-Wide Elective / Minor Requirement	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	PURE 310 Social Change Communications	3
PURE 210 Presentation Skills	3	ADVE 420 Agency or PURE 420 PR Campaigns	3
PURE 230 Social Media and PR Strategies	3	ADVE 310 360 Experiential Campaigns	3
PURE *** Major Elective / Upper Elective	3	Columbia Core / Columbia Experience	3
College-Wide Elective / Minor Requirement	3	College-Wide Elective / Minor Requirement	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 Degree Plan" assumes a student has completed 60 credits in transfer including the completion of the Essential Liberal Arts and Sciences Requirements.

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 their 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.