

**Department:** Advertising & Public Relations

**Degree:** Bachelor of Arts

**Major:** Advertising

**Total credits required for degree:** 120

**Total credits required in the major:** 45

**Number of semesters to degree completion <sup>1</sup>:** 4

*Example for planning purposes only*

1 <sup>st</sup> Semester (15 Credits)	2 <sup>nd</sup> Semester (15 Credits)
54-1605 Copywriting (3cr) 54-1600 Introduction to Advertising (3cr) 54-1601 Consumer Behavior (3 cr) 54-1700 Intro to Public Relations (3cr) College Wide Elective (3cr)	54-2601 Advertising Workshop (3cr) 54-2900 Introduction to Media (3cr) 54-1604 Interactive Advertising (3cr) Advertising Elective (3cr) College Wide Elective (3cr)
3 <sup>rd</sup> Semester (15 Credits)	4 <sup>th</sup> Semester (15 Credits)
54-3603 Copywriter/Art Director (3cr) OR 54-3504 Account Executive/Brand Manager 54-3810 Applied Consumer Insights (3cr) Advertising Elective (3cr)  <b>ADV. CAPSTONE (choose one of the following):</b> 54-3605 Campaign Practicum I (6cr) 54-3606 Campaign Practicum II (6cr) 54-3978 Agency (3cr) 54-3088 Internship* (3cr)  College Wide Elective (3cr)**	Advertising Elective (3cr) 54-3604 Portfolio Development (3cr) 28-3505 Marketing Yourself (3cr) College Wide Elective (6cr)

**Special notes for transfer students:** Campaigns Practicum is a two semester course, 6 hours each semester; can fulfill capstone and some advertising electives.

\*Capstone Internship requires approval by Chair and project work.

\*\*Required if capstone is 3 credits.

**For more information, contact:** Craig Sigele, Academic Manager, [csigele@colum.edu](mailto:csigele@colum.edu),  
312-369-6843

---

<sup>1</sup> \*Semesters to degree completion are calculated assuming 60 total credits in transfer with all **Liberal Arts & Sciences Core** requirements complete and no major requirements transferred in. Students may lessen the length of time to degree completion by transferring in applicable major courses. Please see <http://www.transferology.com/school/colum> for information on individual course equivalencies. Full-time status at Columbia College Chicago is 12-16 credits per term. 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 (2000 level or higher) LAS core courses (6 credits). Except for Writing Intensive, these requirements may be met in transfer.