

Transfer Planning Tool

Columbia College Chicago

Academic Year 2016-2017

Department: Interdisciplinary

Degree: Bachelor of Arts

Major Program: Social Media and Digital Strategy

Total Credits required for Degree:

120

Total Credits required in Major:

45

Semesters Needed for Degree Completion*: 4

Example is for planning purposes only

1st Semester Courses	Credit Hours	2nd Semester Courses	Credit Hours
54-1200 Intro to Social Media & Digital Strategy OR 53-1200 Intro to Social Media & Digital Strategy	3	53-2205 Writing for Social Media OR 54-2205 Writing for Social Media	3
54-1601 Consumer Behavior	3	36-1010 Fundamentals of Interaction	3
54-2206 Social Media Ethics OR 53-1200 Social Media Ethics	3	53-1715 Essentials of Interviewing	1
53-1715 Essentials of Interviewing	1	54-2607 Interactive Advertising	3
53-1520 Smartphone/Photo	1	28-3416 Digital Media Strategies	3
**.*.*.* College Wide Elective	3	**.*.*.* College Wide Elective	3
Total Semester Hours:	14	Total Semester Hours:	16
3rd Semester Courses	Credit Hours	4th Semester Courses	Credit Hours
54-2712 Social Media and PR Strategies	3	53-3610 Social Media & Digital Strategy Practicum OR 54-3610 Social Media & Digital Strategy Practicum	3
28-2515 Marketing Data Analytics	3	36-1420 Scripting for Web and Mobile I	3
**.*.*.* Required Social Media Electives	6	**.*.*.* Required Social Media Electives	3
**.*.*.* College Wide Elective	3	**.*.*.* College Wide Electives	3
		**.*.*.* College Wide Electives	3
Total Semester Hours:	15	Total Semester Hours:	15

CWE: College-Wide Elective. Choose from any course in the Columbia College Chicago catalog for which you have met the prerequisites and requirements.

Major Elective: Choose from a list of courses, available in the catalog, to fulfill major requirements.

*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 [TRANSFEROLOGY](#) 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). This plan assumes completion of Global Awareness, U.S. Pluralism, and 2000-level LAS core in transfer, and Writing Intensive will be completed at Columbia College Chicago.