### Four Year Planning Tool
**Columbia College Chicago**
**Academic Year 2015-16**

**Department:** Advertising & Public Relations  
**Degree:** Bachelor of Arts  
**Major:** Public Relations

Total credits required for degree: **120**  
Total credits required in the major: **45**

**Number of semesters to degree completion:** 8  
*Example for planning purposes only*

<table>
<thead>
<tr>
<th>1&lt;sup&gt;st&lt;/sup&gt; Semester (15 Credits)</th>
<th>2&lt;sup&gt;nd&lt;/sup&gt; Semester (15 Credits)</th>
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</thead>
</table>
| 54-1700 Introduction to Public Relations (3cr)  
54-1600 Introduction to Advertising (3cr)  
48-11** First-Semester Experience (LAS) (3cr)  
52-1151 Writing and Rhetoric I (3cr)  
LAS OR CWE (3cr) | 54-1601 Consumer Behavior (3cr)  
54-1701 Public Relations Writing (3cr)  
52-1152 Writing and Rhetoric II (3cr)  
LAS (3cr)  
LAS (3cr) |

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<tr>
<th>3&lt;sup&gt;rd&lt;/sup&gt; Semester (15 Credits)</th>
<th>4&lt;sup&gt;th&lt;/sup&gt; Semester (15 Credits)</th>
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</table>
| 54-2707 Public Relations Issues (3cr)  
PR Elective (3cr)  
LAS (3cr)  
LAS (3cr)  
CWE (3cr) | 54-2713 Strategic Media Relations (3cr)  
54-2708 Social Change Communication (3cr)  
LAS (3cr)  
LAS (3cr)  
CWE (3cr) |

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<tr>
<th>5&lt;sup&gt;th&lt;/sup&gt; Semester (15 Credits)</th>
<th>6&lt;sup&gt;th&lt;/sup&gt; Semester (15 Credits)</th>
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</table>
| 54-3810 Applied Consumer Insights (3cr)  
54-2712 Social Media and PR Strategies (3cr)  
LAS (3 cr)  
LAS (3 cr)  
LAS (3 cr) | PR Capstone (choose one of the following):  
54-3089 Internship* OR  
54-3605 Campaign Practicum I (6cr) OR  
54-3606 Campaign Practicum II (6cr) OR  
54-3978 Agency (3cr)  
CWE (3 cr)  
CWE (3 cr)  
LAS (3 cr)  
CWE (3cr) IF NEEDED |

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<tr>
<th>7&lt;sup&gt;th&lt;/sup&gt; Semester (15 Credits)</th>
<th>8&lt;sup&gt;th&lt;/sup&gt; Semester (15 Credits)</th>
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</table>
| 28-3505 Marketing Yourself (3cr)  
PR Elective (3cr)  
CWE (3cr)  
CWE (3cr) | 54-3702 PR Campaigns (3cr)  
CWE (3cr)  
CWE (3cr)  
CWE (3cr)  
CWE (3cr) |
*Capstone Internship requires approval by Chair and project work

For more information, contact: Craig Sigele, Academic Manager, csigele@colum.edu, 312-369-6843