

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

See how you can complete this degree in 4 **semesters**.*

This example is for planning purposes only.

1st Semester Courses	Credit Hours	2nd Semester Courses	Credit Hours
Total Semester Credit Hours	15	Total Semester Credit Hours	15
54-1600 Introduction to Advertising	3	54-2606 Advertising Copywriting I	3
54-1601 Consumer Behavior	3	54-2601 Advertising Workshop	3
54-1700 Introduction to Public Relations	3	54-2607 Interactive Advertising	3
Major Lower Elective	3	Major Upper Elective	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
CREATIVE TRACK: 54-3650 Advertising Copywriting II (WI)	3	CREATIVE TRACK: 54-3603 Copywriter/Art Director	3
STRATEGY TRACK: 54-3102 Media Planning	3	STRATEGY TRACK: 54-2702 Presentation Skills	6
54-3810 Brand Strategy	3	54-4606 Campaign Practicum II or 2 CWEs	3
54-3607 360 Experiential Campaigns	3	CREATIVE TRACK: 54-3604 Portfolio Development	3
CAPSTONE: 54-4605 Campaign Practicum I OR 54-4978 Agency	3	STRATEGY TRACK: 54-3504 Account Executive/Brand Manager	3
College-Wide Elective	3	Major Upper Elective	3

A College-Wide Elective (CWE) is any course that you will not use to complete your LAS Core, major, or any minor. You can choose CWEs from any department or program if you have met the course's requirements.

For Concentration courses or Major Electives, choose from the list for your major in the course catalog.

Full-time status at Columbia College Chicago is 12 through 16 credits per semester. 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 (6 credits) courses.

*This planning tool is calculated assuming the following: you will transfer in 60 total credits, you have completed all of your Liberal Arts and Sciences (LAS) Core requirements, and you will not transfer in any major requirements. You may be able to shorten the time it takes to complete this degree by transferring in applicable major courses. Please visit Transferology.com for information on individual course equivalencies. Full-time status at Columbia College Chicago is 12 through 16 credits per semester. 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 (6 credits) courses. Except for Writing Intensive, these requirements may be met in transfer.