

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

1st Semester Courses	Credit Hours	2nd Semester Courses	Credit Hours
Total Semester Credit Hours	15	Total Semester Credit Hours	15
ADVE 101 Introduction to Advertising	3	ADVE 120 Consumer Behavior	3
GRDE 136 Design Lab	3	PURE 102 Introduction to Public Relations	3
ENGL 111 Writing and Rhetoric I (Core/LAS)	3	ENGL 112 Writing and Rhetoric II (Core/LAS)	3
FEXP 1** Columbia Experience (FSE/Core)	3	Columbia Core / LAS Requirement (Math)	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
ADVE 230 Digital Platforms	3	ADVE 371 Media Planning	3
ADVE 310 360 Experiential Campaigns	3	Columbia Core / LAS Requirement	3
Columbia Core / LAS Requirement	3	Columbia Core / Columbia Experience	3
Columbia Core / LAS Requirement	3	College-Wide Elective / Minor Requirement	3
College-Wide Elective / Minor Requirement	3	College-Wide Elective / Minor Requirement	3
5th Semester Courses	Credit Hours	6th Semester Courses	Credit Hours
Total Semester Credit Hours	15	Total Semester Credit Hours	15
ADVE 280 Advertising Workshop	3	ADVE 380 Account Exec. and Brand Manager	3
ADVE 340 Brand Strategy	3	Major Elective - Advertising Elective (ADVE ***)	3
Major Elective - Advertising Elective (ADVE ***)	3	Columbia Core / LAS Requirement	3
Columbia Core / LAS Requirement	3	Columbia Core / Columbia Experience	3
Columbia Core / LAS Requirement	3	College-Wide Elective / Minor Requirement	3
7th Semester Courses	Credit Hours	8th Semester Courses	Credit Hours
Total Semester Credit Hours	15	Total Semester Credit Hours	15
COMM 326 Semiotics for Creators of Pop Culture	3	ADVE 492 Ad Portfolio	3
ADVE 420 Agency	3	ADVE 481 Campaign Practicum II (or CWEs)	6
or ADVE 480 Campaign Practicum I		Columbia Core / LAS Requirement	3
Columbia Core / LAS Requirement	3	College-Wide Elective / Minor Requirement	3
College-Wide Elective / Minor Requirement	3		
College-Wide Elective	3		

Notes:

This degree plan is a suggested sequence only. Students should work with their Academic Advisors and Departments to develop unique individual plans.

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 the 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.