

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

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
PURE 102 Intro to Public Relations	3	PURE 105 Public Relations Writing (WI)	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
PURE 230 Social Media and PR Strategies	3	PURE 210 Presentation Skills	3
PURE *** Major Elective / Lower Elective	3	PURE 220 Public Relations Issues and Crisis	3
Columbia Core / LAS Requirement	3	Columbia Core / LAS Requirement	3
Columbia Core / LAS Requirement	3	Columbia Core / Columbia Experience	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 340 Brand Strategy	3	PURE 310 Social Change Communications	3
PURE *** Major Elective / Upper Elective	3	PURE 375 Strategic Media Relations	3
Columbia Core / LAS Requirement	3	Columbia Core / LAS Requirement	3
Columbia Core / LAS Requirement	3	Columbia Core / Columbia Experience	3
College-Wide Elective / Minor 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
ADVE 310 360 Experiential Campaigns	3	ADVE 420 Agency	3
PURE *** Major Elective / Upper Elective	3	or PURE 420 PR Campaigns	
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	College-Wide Elective	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.