

<b>Degree:</b>	<b>Bachelor of Arts</b>	<b>Credits required for degree:</b>	<b>120</b>
<b>Major:</b>	<b>Social Media and Digital Strategy</b>	<b>Credits required in major:</b>	<b>42</b>

1st Semester Courses	Credit Hours	2nd Semester Courses	Credit Hours
<b>Total Semester Credit Hours</b>	<b>15</b>	<b>Total Semester Credit Hours</b>	<b>15</b>
COMM 103 Intro to Social Media & Digital Strategies	3	JOUR 140 Smartphone/photo (1 cr.)	3
ADVE 120 Consumer Behavior	3	and JOUR 141 Smartphone/video (1 cr.)	
ENGL 111 Writing and Rhetoric I (Core/LAS)	3	and JOUR 143 Smartphone/audio (1 cr.)	
FEXP 1** Columbia Experience (FSE/Core)	3	or GRDE 136 Design Lab	
College-Wide Elective	3	ADVE 220 Advertising Copywriting I	3
		or PURE 105 PR Writing	
		ENGL 112 Writing and Rhetoric II (Core/LAS)	3
		Columbia Core / LAS Requirement (Math)	3
		College-Wide Elective	3
3rd Semester Courses	Credit Hours	4th Semester Courses	Credit Hours
<b>Total Semester Credit Hours</b>	<b>15</b>	<b>Total Semester Credit Hours</b>	<b>15</b>
COMM 219 Social Media Content	3	COMM 222 Communication Ethics	3
INMD 114 Web Development I	3	Lower Level Major Elective	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
<b>Total Semester Credit Hours</b>	<b>15</b>	<b>Total Semester Credit Hours</b>	<b>15</b>
Upper Level Major Elective	3	Upper Level Major Elective	3
BUSE 334 Digital Media Strategies	3	BUSE 358 Marketing Data Analytics	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
<b>Total Semester Credit Hours</b>	<b>15</b>	<b>Total Semester Credit Hours</b>	<b>15</b>
Comm 485 Social Media and Digital Strategy Practicum	3	COMM 320 Media Ecosystems	3
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	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.