Columbia
COLLEGE CHICAGO

TRANSFER DEGREE PLAN
2019-2020 ACADEMIC YEAR

Degree:	Bachelor of Arts	Credits required for degree:	120
Major:	Advertising	Credits required in major:	45
Concentration:	Art Direction	Semesters to complete this program:	4

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 230 Digital Platforms	3
GRDE 136 Design Lab	3	ADVE 280 Advertising Workshop	3
ADVE 120 Consumer Behavior	3	ADAD 252 Advertising Design	3
GRDE 131 Survey of Typography	3	Major Elective - Advertising Elective (ADVE ***)	3
College-Wide Elective	3	Columbia Core / Columbia Experience	3
3rd Semester Courses	**Credit Hours**	**4th Semester Courses**	**Credit Hours**
Total Semester Credit Hours	**15**	**Total Semester Credit Hours**	**15**
ADVE 245 Ad Production	3	ADVE 325 Copywriter / Art Director Team	3
ADVE 340 Brand Strategy	3	ADVE 492 Ad Portfolio	3
ADVE 420 Agency	3	ADVE 481 Campaign Practicum II (or CWEs)	6
or ADVE 480 Campaign Practicum I		Major Elective - Advertising Elective (ADVE ***)	3
DSGN 350 Portfolio	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.

This "Transfer Degree Plan" assumes a student has completed 60 credits in transfer including the completion of the Essential Liberal Arts and Sciences Requirements.

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 their 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.