

Degree:	Bachelor of Arts	Credits required for degree:	120
Major:	Advertising	Credits required in major:	46
Concentration:	Strategy	Estimated semesters to complete this degree plan:	8

1st Semester Courses (Typically the Fall Semester)	Credit Hours	2nd Semester Courses (Typically the Spring Semester)	Credit Hours
Total Semester Credit Hours	15	Total Semester Credit Hours	15
ADVE 101 Advertising Principles	3	PURE 102 Introduction to Public Relations	3
ADVE 120 Consumer Behavior	3	COMM 219 Social Media Content	3
ENGL 111 Writing and Rhetoric I (Core)	3	ENGL 112 Writing and Rhetoric II (Core)	3
CCCX 1** First Semester Experience (Core)	3	Columbia Core Requirement	3
College-Wide Elective	3	College-Wide Elective	3
3rd Semester Courses (Typically the Fall Semester)	Credit Hours	4th Semester Courses (Typically the Spring Semester)	Credit Hours
Total Semester Credit Hours	15	Total Semester Credit Hours	15
COMM 210 Visual Communication	3	ADVE 371 Media Planning	3
ADVE 220 Advertising Copywriting I	3	ADVE 280 Advertising Workshop	3
ADVE 299* Topics in Advertising	1	CCCX 2** Creative Communities (Core)	3
Columbia Core Requirement	3	Columbia Core Requirement	3
Columbia Core Requirement	3	College-Wide Elective	3
College-Wide Elective	2		
5th Semester Courses (Typically the Fall Semester)	Credit Hours	6th Semester Courses (Typically the Spring Semester)	Credit Hours
Total Semester Credit Hours	15	Total Semester Credit Hours	15
ADVE 380 Account Exec & Brand Manager	3	Major Elective (Choose From List)	3
ADVE 340 Brand Strategy	3	CCCX 3** Innovation and Impact (Core)	3
Columbia Core Requirement	3	Columbia Core Requirement	3
Columbia Core Requirement	3	College-Wide Elective	3
College-Wide Elective	3	College-Wide Elective	3
7th Semester Courses (Typically the Fall Semester)	Credit Hours	8th Semester Courses (Typically the Spring Semester)	Credit Hours
Total Semester Credit Hours	15	Total Semester Credit Hours	15
ADVE 420 Agency	3	ADVE 481 Campaign Practicum: Concept & Execution	3
ADVE 480 Campaign Practicum: Creative Research & Strategy	3	Major Elective (Choose From List)	3
Columbia Core Requirement	3	Columbia Core Requirement	3
College-Wide Elective	3	College-Wide Elective	3
College-Wide Elective	3	College-Wide Elective	3

Notes on the Four-Year Student Degree Plan:

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

Essential LAS Core Requirements include English, Mathematics, Sciences, Literature, Humanities, History, and Social Sciences. **Columbia Experience Core Requirements** include First-Semester Experience, Creative Communities, and Innovation and Impact courses.

Major Electives include courses required to be completed 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.

All degree-seeking undergraduate students are required to complete 6 credits of **Diversity, Equity, and Inclusion (DEI)** coursework. All degree-seeking undergraduate students are required to complete 9 credits of **advanced (200 or higher level)** coursework in the Columbia Core.

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 semester, but the cost of tuition is the same for 12-16 attempted credits. Students are encouraged to attempt 15-16 credits each semester for financial reasons and to complete their degree (120-128 minimum credits) in a timely fashion.

Degree:	Bachelor of Arts	Credits required for degree:	120
Major:	Advertising	Credits required in major:	46
Concentration:	Strategy	Estimated semesters to complete this degree plan:	4

1st Semester Courses (Typically the Fall Semester)	Credit Hours	2nd Semester Courses (Typically the Spring Semester)	Credit Hours
Total Semester Credit Hours	15	Total Semester Credit Hours	15
ADVE 101 Advertising Principles	3	ADVE 299* Special Topics in Advertising	1
ADVE 120 Consumer Behavior	3	ADVE 280 Advertising Workshop	3
PURE 102 Introduction to Public Relations	3	ADVE 380 Account Exec & Brand Manager	3
COMM 210 Visual Communication	3	COMM 219 Social Media Content	3
College-Wide Elective	3	ADVE 220 Advertising Copywriting I	3
		College-Wide Elective	2
3rd Semester Courses (Typically the Fall Semester)	Credit Hours	4th Semester Courses (Typically the Spring Semester)	Credit Hours
Total Semester Credit Hours	15	Total Semester Credit Hours	15
ADVE 420 Agency	3	ADVE 481 Campaign Practicum: Concept & Execution	3
ADVE 480 Campaign Practicum: Creative Research & Strategy	3	ADVE 371 Media Planning	3
ADVE 340 Brand Strategy	3	Major Elective (Choose From List)	3
Major Elective (Choose From List)	3	CCCX 3** Innovation and Impact (Core)	3
College-Wide Elective	3	College-Wide Elective	3

Notes on the Transfer Student Degree Plan:

This degree plan assumes a student is starting at Columbia with a **minimum of 60 credits in transfer** and the completion of the Essential LAS Core Requirements. **This degree plan is a suggested sequence only.** Students should consult with their Academic Advisors and Academic Departments to develop their unique individual plans.

Essential LAS Core Requirements include English, Mathematics, Sciences, Literature, Humanities, History, and Social Sciences. **Columbia Experience Core Requirements** include First-Semester Experience, Creative Communities, and Innovation and Impact courses.

Major Electives include courses required to be completed 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.

All degree-seeking undergraduate students are required to complete 6 credits of **Diversity, Equity, and Inclusion (DEI)** coursework. All degree-seeking undergraduate students are required to complete 9 credits of **advanced (200 or higher level)** coursework in the Columbia Core.

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 semester, but the cost of tuition is the same for 12-16 attempted credits. Students are encouraged to attempt 15-16 credits each semester for financial reasons and to complete their degree (120-128 minimum credits) in a timely fashion.