



FOUR-YEAR STUDENT DEGREE PLAN  
2021-2022 ACADEMIC YEAR

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

1st Semester Courses (Typically the Fall Semester)	Credit Hours	2nd Semester Courses (Typically the Spring Semester)	Credit Hours
<b>Total Semester Credit Hours</b>	<b>15</b>	<b>Total Semester Credit Hours</b>	<b>15</b>
ADVE 101 Advertising Principles	3	ADVE 220 Concepting I: The Big Idea	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
<b>Total Semester Credit Hours</b>	<b>15</b>	<b>Total Semester Credit Hours</b>	<b>15</b>
ADVE 299* Topics in Advertising	1	ADVE 280 Advertising Workshop	3
PURE 102 Introduction to Public Relations	3	ADVE 371 Digital Media Planning	3
COMM 210 Visual Communication	3	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
<b>Total Semester Credit Hours</b>	<b>15</b>	<b>Total Semester Credit Hours</b>	<b>15</b>
ADVE 340 Brand Strategy	3	ADVE 380 Account Exec & Brand Manager	3
Major Elective (Choose From List)	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
<b>Total Semester Credit Hours</b>	<b>15</b>	<b>Total Semester Credit Hours</b>	<b>15</b>
ADVE 420 Agency	3	ADVE 481 Campaign Practicum: Concepting & Evaluation	3
ADVE 480 Campaign Practicum: Strategic Planning	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.



TRANSFER STUDENT DEGREE PLAN  
2021-2022 ACADEMIC YEAR

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

1st Semester Courses (Typically the Fall Semester)	Credit Hours	2nd Semester Courses (Typically the Spring Semester)	Credit Hours
<b>Total Semester Credit Hours</b>	<b>15</b>	<b>Total Semester Credit Hours</b>	<b>15</b>
ADVE 101 Advertising Principles	3	ADVE 220 Concepting I: The Big Idea	3
ADVE 120 Consumer Behavior	3	ADVE 280 Advertising Workshop	3
PURE 102 Introduction to Public Relations	3	ADVE 299* Special Topics in Advertising	1
COMM 210 Visual Communication	3	ADVE 380 Account Exec & Brand Manager	3
College-Wide Elective	3	COMM 219 Social Media Content	3
		College-Wide Elective	2
3rd Semester Courses (Typically the Fall Semester)	Credit Hours	4th Semester Courses (Typically the Spring Semester)	Credit Hours
<b>Total Semester Credit Hours</b>	<b>15</b>	<b>Total Semester Credit Hours</b>	<b>15</b>
ADVE 340 Brand Strategy	3	ADVE 371 Digital Media Planning	3
ADVE 420 Agency	3	ADVE 481 Campaign Practicum: Concepting & Evaluation	3
ADVE 480 Campaign Practicum: Strategic Planning	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.