



FOUR-YEAR STUDENT DEGREE PLAN
2021-2022 ACADEMIC YEAR

Degree:	Bachelor of Arts	Credits required for degree:	120
Major:	Public Relations	Credits required in major:	45
Concentration:		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	ADVE 120 Consumer Behavior	3
PURE 102 Introduction to Public Relations	3	PURE 105 Public Relations Writing	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 219 Social Media Content	3	PURE 210 Presentation Skills	3
Major Elective A Course	3	PURE 220 PR Issues and Crisis	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	3
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 340 Brand Strategy	3	PURE 310 Social Change Communications	3
Major Elective B Course	3	ADVE 310 360 Experiential Campaigns	3
Columbia Core Requirement	3	CCCX 3** Innovation and Impact (Core)	3
Columbia Core Requirement	3	Columbia Core Requirement	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
PURE 375 Strategic Media Relations	3	ADVE 420 Agency	3
Major Elective B Course	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	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:	Public Relations	Credits required in major:	45
Concentration:		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 120 Consumer Behavior	3
PURE 102 Introduction to Public Relations	3	PURE 105 Public Relations Writing	3
Major Elective (Choose From List)	3	COMM 219 Social Media Content	3
College-Wide Elective	3	Major Elective (Choose From List)	3
College-Wide Elective	3	CCCX 3** Innovation and Impact (Core)	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
PURE 375 Strategic Media Relations	3	PURE 220 PR Issues and Crisis	3
PURE 210 Presentation Skills	3	PURE 310 Social Change Communications	3
ADVE 310 360 Experiential Campaigns	3	ADVE 420 Agency	3
ADVE 340 Brand Strategy	3	Major Elective (Choose From List)	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.