

Degree:	Bachelor of Arts	Credits required for degree:	120
Major:	Social Media and Digital Strategy	Credits required in major:	42
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
COMM 102 Communication Essentials	3	ADVE 120 Consumer Behavior	3
COMM 107 Social Media and Digital Strategy Foundations	3	ADVE 220 or PURE 105 Writing Requirement	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 203 Social Media Strategy	3	COMM 202 Applied Communication Research	3
CCCX 2** Creative Communities (Core)	3	COMM 219 Social Media Content	3
Columbia Core Requirement	3	Major Elective (Choose From List)	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
COMM 325 Data Storytelling & Visual Strategies	3	Major Elective (Choose From List)	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	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
BUSE 358 Marketing Data Analytics	3	COMM 420 Media Ecosystems	3
Capstone Senior Project Elective (Choose From List)	3	College-Wide Elective	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:	Social Media and Digital Strategy	Credits required in major:	42
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 220 or PURE 105 Writing Requirement	3	ADVE 120 Consumer Behavior	3
COMM 102 Communication Essentials	3	COMM 202 Applied Communication Research	3
COMM 107 Social Media and Digital Strategy Foundations	3	COMM 203 Social Media Strategy	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
BUSE 358 Marketing Data Analytics	3	COMM 325 Data Storytelling & Visual Strategies	3
COMM 219 Social Media Content	3	COMM 420 Media Ecosystems	3
Major Elective (Choose From List)	3	Major Elective (Choose From List)	3
College-Wide Elective	3	Capstone Senior Project 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.