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|-----------------------|--|--|------------|
| <b>Degree:</b>        | <b>Bachelor of Arts</b>                  | <b>Credits required for degree:</b>                      | <b>120</b> |
| <b>Major:</b>         | <b>Social Media and Digital Strategy</b> | <b>Credits required in major:</b>                        | <b>45</b>  |
| <b>Concentration:</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 120 Consumer Behavior                             | 3            | PURE 105 Public Relations Writing                    | 3            |
| COMM 107 Social Media and Digital Strategy Foundations | 3            | Digital Content Major Elective                       | 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>    |
| COMM 203 Social Media Strategy                         | 3            | COMM 202 Applied Communication Research              | 3            |
| PURE 220 PR Issues and Crisis                          | 3            | Digital Content Major Elective                       | 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 |
| <b>Total Semester Credit Hours</b>                     | <b>15</b>    | <b>Total Semester Credit Hours</b>                   | <b>15</b>    |
| COMM 219 Social Media Content                          | 3            | COMM 325 Data Storytelling & Visual Strategies       | 3            |
| Digital Strategy Major Elective                        | 3            | Digital Strategy Major Elective                      | 3            |
| Columbia Core Requirement                              | 3            | CCCX 3** Innovation and Impact (Core)                | 3            |
| Columbia Core Requirement                              | 3            | Columbia Core Requirement                            | 3            |
| College-Wide Elective                                  | 3            | Columbia Core Requirement                            | 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>    |
| COMM 470 Digital Content and Analytics                 | 3            | Capstone Senior Project Elective (Choose From List)  | 3            |
| Digital Strategy Major Elective                        | 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 12-18 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.

|                       |  |  |            |
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| <b>Degree:</b>        | <b>Bachelor of Arts</b>                  | <b>Credits required for degree:</b>                      | <b>120</b> |
| <b>Major:</b>         | <b>Social Media and Digital Strategy</b> | <b>Credits required in major:</b>                        | <b>45</b>  |
| <b>Concentration:</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>    |
| PURE 105 Writing Requirement                           | 3            | COMM 202 Applied Communication Research              | 3            |
| ADVE 120 Consumer Behavior                             | 3            | PURE 220 PR Issues and Crisis                        | 3            |
| COMM 107 Social Media and Digital Strategy Foundations | 3            | Digital Content Major Elective                       | 3            |
| Digital Content Major Elective                         | 3            | Digital Strategy Major Elective                      | 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 |
| <b>Total Semester Credit Hours</b>                     | <b>15</b>    | <b>Total Semester Credit Hours</b>                   | <b>15</b>    |
| COMM 203 Social Media Strategy                         | 3            | COMM 325 Data Storytelling & Visual Strategies       | 3            |
| COMM 219 Social Media Content                          | 3            | COMM 470 Digital Content and Analytics               | 3            |
| Digital Strategy Major Elective                        | 3            | Capstone Senior Project Elective (Choose From List)  | 3            |
| Digital Strategy Major Elective                        | 3            | College-Wide Elective                                | 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 12-18 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.