

Degree:	Bachelor of Arts	Credits required for degree:	120
Major:	Public Relations	Credits required in major:	45
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 120 Consumer Behavior	3	PURE 105 Public Relations Writing	3
PURE 102 Introduction to Public Relations	3	Lower Level Major Elective (Choose From List)	3
ENGL 111 Writing and Rhetoric I (Core)	3	ENGL 112 Writing and Rhetoric II (Core)	3
Columbia Core Requirement (CCCX)	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
PURE 220 PR Issues and Crisis	3	COMM 202 Applied Communication Research	3
PURE 210 Presentation Skills	3	COMM 219 Social Media Content	3
Columbia Core Requirement (CCCX)	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
Upper Level Major Elective (Choose From List)	3	ADVE 310 360 Experiential Campaigns	3
Columbia Core Requirement	3	Columbia Core Requirement (CCCX)	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
Upper Level 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	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.

Columbia Core Requirements include English, Mathematics, Sciences, Literature, Humanities, History, Social Sciences and Columbia Experience classes. Students should review their individual Degree Audits for their specific requirements.

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.

Degree:	Bachelor of Arts	Credits required for degree:	120
Major:	Public Relations	Credits required in major:	45
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
PURE 102 Introduction to Public Relations	3	PURE 105 Public Relations Writing	3
ADVE 120 Consumer Behavior	3	COMM 202 Applied Communication Research	3
Lower Level Major Elective (Choose From List)	3	COMM 219 Social Media Content	3
College-Wide Elective	3	PURE 210 Presentation Skills	3
College-Wide Elective	3	Columbia Core Requirement (CCCX)	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
ADVE 340 Brand Strategy	3	Upper Level Major Elective (Choose From List)	3
PURE 220 PR Issues and Crisis	3	PURE 310 Social Change Communications	3
PURE 375 Strategic Media Relations	3	ADVE 310 360 Experiential Campaigns	3
Upper Level Major Elective (Choose From List)	3	ADVE 420 Agency	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.

Columbia Core Requirements include English, Mathematics, Sciences, Literature, Humanities, History, Social Sciences and Columbia Experience classes. Students should review their individual Degree Audits for their specific requirements.

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.