# Columbia
### COLLEGE CHICAGO

## FOUR-YEAR STUDENT DEGREE PLAN
## 2023-2024 ACADEMIC YEAR

| | | |
|---|---|---|
| **Degree:** | Bachelor of Arts | **Credits required for degree:**    **120** |
| **Major:** | Social Media and Digital Strategy | **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 |
| 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 |
| 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** |
| COMM 203 Social Media Strategy | 3 | COMM 202 Applied Communication Research | 3 |
| PURE 220 PR Issues and Crisis | 3 | Digital Content Major Elective | 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** |
| 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 | Columbia Core Requirement (CCCX) | 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** |
| **Total Semester Credit Hours** | **15** | **Total Semester Credit Hours** | **15** |
| 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 |

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**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.

# Columbia
### COLLEGE CHICAGO

TRANSFER STUDENT DEGREE PLAN
2023-2024 ACADEMIC YEAR

| Degree: | Bachelor of Arts | Credits required for degree: | 120 |
|---|---|---|---|
| Major: | Social Media and Digital Strategy | 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 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 | 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 |
| 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 |
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**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.