

**Four Year Planning Tool
Columbia College Chicago
Academic Year 2015-16**



Department: **Advertising & Public Relations**
Degree: **Bachelor of Arts**
Major: **Advertising**

Total credits required for degree: **120**
Total credits required in the major: **45**

Number of semesters to degree completion: 8
Example for planning purposes only

1st Semester (15 Credits)	2nd Semester (15 Credits)
54-1700 Introduction to Public Relations (3cr) 54-1600 Introduction to Advertising (3cr) 48-11** First-Semester Experience (3cr) 52-1151 Writing and Rhetoric I (3cr) LAS OR CWE (3cr)	54-1601 Consumer Behavior (3cr) 54-1605 Copywriting I (3cr) 52-1152 Writing and Rhetoric II (3cr) LAS (3cr) LAS (3cr)
3rd Semester (15 Credits)	4th Semester (15 Credits)
54-2601 Advertising Workshop (3cr) Advertising Elective (3cr) LAS (3cr) LAS (3cr) CWE (3cr)	54-1604 Interactive Advertising (3cr) 54-2900 Introduction to Media (3cr) LAS (3cr) LAS (3cr) CWE (3cr)
5th Semester (15 Credits)	6th Semester (15 Credits)
54-3810 Applied Consumer Insights (3cr) Advertising Elective (3cr) LAS (3cr) LAS (3cr) LAS (3cr)	54-3603 Copywriter/Art Director Team (3cr) OR 54-3504 Account Executive/Brand Mgr. (3cr) Advertising Elective (3cr) LAS (3 cr) CWE (3 cr) CWE (3 cr)
7th Semester (15 Credits)	8th Semester (15 Credits)
ADV. Capstone (choose one of the following): 54-3088 Internship* (3cr) OR 54-3605 Campaign Practicum I (6cr) OR 54-3606 Campaign Practicum II (6cr) OR 54-3978 Agency (3cr) LAS (3cr) CWE (3cr) CWE (3cr) CWE (3cr) IF NEEDED	54-3604 Portfolio Development (3cr) 28-3505 Marketing Yourself (3cr) CWE (3cr) CWE (3cr) CWE (3cr)

***Capstone Internship requires approval by Chair and project work**

Key:

LAS - Liberal Arts and Sciences core requirements must total 42 or more credits

CWE - College-wide electives - Choose from any course in Columbia's catalog for which you have met requisites.

For more information, contact: Craig Sigle, Academic Manager, csigle@colum.edu,
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