

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



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

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*

<b>1<sup>st</sup> Semester</b> (15 Credits)	<b>2<sup>nd</sup> Semester</b> (15 Credits)
54-1700 Introduction to Public Relations (3cr) 54-1600 Introduction to Advertising (3cr) 48-11** First-Semester Experience (LAS) (3cr) 52-1151 Writing and Rhetoric I (3cr) LAS OR CWE (3cr)	54-1601 Consumer Behavior (3cr) 54-1701 Public Relations Writing (3cr) 52-1152 Writing and Rhetoric II (3cr) LAS (3cr) LAS (3cr)
<b>3<sup>rd</sup> Semester</b> (15 Credits)	<b>4<sup>th</sup> Semester</b> (15 Credits)
54-2707 Public Relations Issues (3cr) PR Elective (3cr) LAS (3cr) LAS (3cr) CWE (3cr)	54-2713 Strategic Media Relations (3cr) 54-2708 Social Change Communication (3cr) LAS (3cr) LAS (3cr) CWE (3cr)
<b>5<sup>th</sup> Semester</b> (15 Credits)	<b>6<sup>th</sup> Semester</b> (15 Credits)
54-3810 Applied Consumer Insights (3cr) 54-2712 Social Media and PR Strategies (3cr) LAS (3 cr) LAS (3 cr) LAS (3 cr)	<b>PR Capstone (choose one of the following):</b> 54-3089 Internship* <b>OR</b> 54-3605 Campaign Practicum I (6cr) <b>OR</b> 54-3606 Campaign Practicum II (6cr) <b>OR</b> 54-3978 Agency (3cr) CWE (3 cr) CWE (3 cr) LAS (3 cr) CWE (3cr) IF NEEDED
<b>7<sup>th</sup> Semester</b> (15 Credits)	<b>8<sup>th</sup> Semester</b> (15 Credits)
28-3505 Marketing Yourself (3cr) PR Elective (3cr) PR Elective (3cr) CWE (3cr) CWE (3cr)	54-3702 PR Campaigns (3cr) CWE (3cr) CWE (3cr) CWE (3cr) CWE (3cr)

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

**For more information, contact:** Craig Sigele, Academic Manager, [csigele@colum.edu](mailto:csigele@colum.edu),  
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