

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 ¹: 4

Example for planning purposes only

1 st Semester (15 Credits)	2 nd Semester (15 Credits)
54-1600 Introduction to Advertising (3cr) 54-1601 Consumer Behavior (3cr) 54-1700 Intro to Public Relations (3cr) 54-1701 Public Relations Writing (3cr) CWE (3cr)	54-2713 Strategic Media Relations (3cr) 54-2707 Public Relations Issues (3cr) 54-3810 Applied consumer Insights (3cr) PR Elective (3cr) CWE (3cr)
3 rd Semester (15-18 Credits)	4 th Semester (15 Credits)
PR Elective (3cr) 54-3702 PR Campaigns (3cr) 54-2712 Social Media and PR Strategies (3cr) CWE (3cr)** ADV. CAPSTONE (choose one of the following): 54-3089 Internship – PR* (3cr) 54-3605 Campaign Practicum I (6cr) 54-3606 Campaign Practicum II (6cr) 54-3978 Agency (3cr)	28-3505 Marketing Yourself (3cr) PR Elective (3cr) 54-2708 Social Change Communication (3cr) CWE (6cr)

Special notes for transfer students: Campaigns Practicum is a two semester course, 6 hours each semester; can fulfill capstone and some advertising electives.

*Capstone Internship requires approval by Chair and project work.

** Must take 3 credit college wide elective if a 3 credit Adv. Capstone is selected.

For more information, contact: Craig Sigele, Academic Manager, csigele@colum.edu,
312-369-6843

¹ *Semesters to degree completion are calculated assuming 60 total credits in transfer with all **Liberal Arts & Sciences Core** requirements complete and no major requirements transferred in. Students may lessen the length of time to degree completion by transferring in applicable major courses. Please see <http://www.transferology.com/school/colum> for information on individual course equivalencies. Full-time status at Columbia College Chicago is 12-16 credits per term. All degree-seeking undergraduate students are required to complete Global Awareness (3 credits), U.S. Pluralism (3 credits), Writing Intensive (3 credits), and upper division (2000 level or higher) LAS core courses (6 credits). Except for Writing Intensive, these requirements may be met in transfer.