

Transfer Planning Tool

Columbia College Chicago

Academic Year 2016-2017

Department: Communication & Media Innovation	Total Credits required for Degree:	120
Degree: Bachelor of Arts	Total Credits required in Major:	45
Major Program: Advertising		

Semesters Needed for Degree Completion*: 4

Example is for planning purposes only

1st Semester Courses	Credit Hours	2nd Semester Courses	Credit Hours
54-1600 Introduction to Advertising	3	54-2601 Advertising Workshop	3
54-1601 Consumer Behavior	3	54-2607 Interactive Advertising	3
54-1605 Copywriting I	3	54-2900 Introduction to Media	3
54-1700 Introduction to Public Relations	3	54-**** Advertising Elective	3
CWE	3	CWE	3
Total Semester Hours:	15	Total Semester Hours:	15
3rd Semester Courses	Credit Hours	4th Semester Courses	Credit Hours
54-**** Advertising Capstone	3	54-3604 Portfolio Development	3
54-3810 Account Planning	3	54-3607 360 Experiential Campaigns	3
54-**** Advertising Elective	3	54-**** Advertising Elective	3
54-3603 Copywriter/Art Director OR 54-3504 Account Executive/Brand Strategist	3	CWE	3
CWE	3	CWE	3
Total Semester Hours:	15	Total Semester Hours:	15

CWE: College-Wide Elective. Choose from any course in the Columbia College Chicago catalog for which you have met the requisites and requirements.

Major Elective: Choose from a list of courses, available in the catalog, to fulfill major requirements.

*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 [TRANSFEROLOGY](#) 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). This plan assumes completion of Global Awareness, U.S. Pluralism, and 2000-level LAS core in transfer, and Writing Intensive will be completed at Columbia College Chicago.