

Four Year 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		

Example is for planning purposes only

1st Semester Courses	Credit Hours	2nd Semester Courses	Credit Hours
48-11XX First-Semester Experience	3	52-1152 Writing & Rhetoric II (EN)	3
52-1151 Writing & Rhetoric I (EN)	3	54-1601 Consumer Behavior	3
54-1700 Introduction to Public Relations	3	54-1605 Copywriting I	3
54-1600 Introduction to Advertising	3	LAS Core	3
LAS Core	3	College-Wide Elective	3
Total Semester Hours:	15	Total Semester Hours:	15
3rd Semester Courses	Credit Hours	4th Semester Courses	Credit Hours
54-2601 Advertising Workshop	3	54-2607 Interactive Advertising	3
54-**** Advertising Elective	3	54-2900 Introduction to Media	3
LAS Core	3	LAS Core	3
LAS Core	3	LAS Core	3
College-Wide Elective	3	College-Wide Elective	3
Total Semester Hours:	15	Total Semester Hours:	15
5th Semester Courses	Credit Hours	6th Semester Courses	Credit Hours
54-3607 360 Experiential Campaigns	3	54-3603 Copywriter/Art Director Team OR 54-3504 Account Executive/Brand Strategist	3
54-**** Advertising Elective	3	54-**** Advertising Elective	3
LAS Core	3	LAS Core	3
LAS Core	3	LAS Core	3
College-Wide Elective	3	College-Wide Elective	3
Total Semester Hours:	15	Total Semester Hours:	15
7th Semester Courses	Credit Hours	8th Semester Courses	Credit Hours
54-**** Advertising Capstone	3	54-3604 Portfolio Development	3
54-3810 Account Planning	3	College-Wide Elective	3
LAS Core	3	College-Wide Elective	3
College-Wide Elective	3	College-Wide Elective	3
College-Wide Elective	3	College-Wide Elective	3
Total Semester Hours:	15	Total Semester Hours:	15

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

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).