

Four Year Planning Tool

Columbia College Chicago

Academic Year 2016-2017

Department: Interdisciplinary	Total Credits required for Degree:	120
Degree: Bachelor of Arts	Total Credits required in Major:	45
Major Program: Social Media and Digital Strategy		

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	54-2206 Social Media Ethics OR 53-2206 Social Media Ethics	3
54-1200 Intro to Social Media & Digital Strategy OR 53-1200 Intro to Social Media & Digital Strategy	3	53-1520 Smartphone/Photo	1
54-1601 Consumer Behavior	3	53-1715 Essentials of Interviewing	1
LAS Core	3	LAS Core	3
		LAS Core	3
Total Semester Hours:	15	Total Semester Hours:	14
3rd Semester Courses	Credit Hours	4th Semester Courses	Credit Hours
36-1010 Fundamentals of Interaction	3	54-2607 Interactive Advertising	3
53-2205 Writing for Social Media OR 54-2205 Writing for Social Media	3	28-3416 Digital Media Strategies	3
LAS Core	3	LAS Core	3
LAS Core	3	LAS Core	3
LAS Core	3	LAS Core	3
Total Semester Hours:	15	Total Semester Hours:	15
5th Semester Courses	Credit Hours	6th Semester Courses	Credit Hours
54-2712 Social Media and PR Strategies	3	28-2515 Marketing Data Analytics	3
53-1521 Smartphone/Video	1	36-1420 Scripting for Web and Mobile I	3
LAS Core	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:	16	Total Semester Hours:	15
7th Semester Courses	Credit Hours	8th Semester Courses	Credit Hours
Required Social Media Electives	6	53-3610 Social Media & Digital Strategy Practicum OR 54-3610 Social Media & Digital Strategy Practicum	3
53-358* Internship or College-Wide Elective	3	Required Social Media Electives	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).