

College of DuPage	Columbia College Chicago
Degree: Associate in Arts	Degree: Bachelor of Arts
Focus: Mass Communication	Major: Advertising
Minimum credits at the College of DuPage: 64	Credits completed at Columbia: 56

Degree Information

Understanding advertising theory is good; designing award-winning campaigns for real businesses and clients is better. You'll do both in Columbia College Chicago's Advertising BA program. You'll work with real clients—from local nonprofits to national brands—and finish an internship (or two) in one of the major advertising centers in the country. Learn more about the program and faculty at colum.edu/academics/programs/advertising.

Admissions & Deadlines

Columbia accepts and reviews applications to our Bachelor of Arts programs on a rolling basis and it is to your advantage to complete your application as early as possible. Use the [Transfer Timeline](#) and [Transfer Checklist](#) to plan your transfer.

Tuition & Scholarships

General Tuition and Fees: colum.edu/tuition

Scholarships and Financial Aid: colum.edu/scholarships

Contact Information

Want to learn more?

Web: colum.edu/transfer

Email: transfer@colum.edu

More Information

Completion of this transfer guide does not guarantee admission to Columbia College Chicago. Additionally, the Columbia semester plan should be considered a guide and all Columbia transfer students should work with their academic advisor to ensure that they are making progress toward graduation.

All degree-seeking Columbia students are required to complete the Columbia Core which contains the Essential Liberal Arts and Sciences coursework in addition to mission-specific graduation requirements: Nine credit hours of 200-level (or higher) coursework, 3 credit hours of Columbia Experience coursework, and at least two courses (6 credit hours) with a Diversity, Equity, and Inclusion (DEI) designation to meet graduation requirements.

College of DuPage Transfer Pathway

SEMESTER 1

College of DuPage		Columbia College Chicago	
Course Title	Credits	Course Title	
BUSIN 1100 Introduction to Business	3	Collegewide Elective*	
ENGLI 1101 English Composition I	3	ENGL 111 Writing and Rhetoric I	
MCOMM 1100 Introduction to Mass Communication	3	Collegewide Elective*	
SPEEC 1100 Fundamentals of Speech Communication	3	Meets IAI Communication requirement	
IAI Mathematics course	3	Mathematics course	

SEMESTER 2

College of DuPage		Columbia College Chicago	
Course Title	Credits	Course Title	
ENGL 1102 English Composition II	3	ENGL 112 Writing and Rhetoric II	
MARKE 1100 Consumer Marketing	3	ADVE 120 Consumer Behavior	
SPEEC 1140 Public Relations	3	Collegewide Elective*	
Transfer course	3	Collegewide Elective*	
IAI Fine Arts course	3	Humanities course	
IAI Social and Behavioral Science course	3	Social Science course	

SEMESTER 3

College of DuPage		Columbia College Chicago	
Course Title	Credits	Course Title	
MARKE 2240 Advertising	3	ADVE 101 Advertising Principles	
MCOMM 2100 Social Media as News	3	Collegewide Elective*	
200-Level IAI Humanities or Fine Arts course	3	Humanities course	
IAI Physical Science course with lab	4	Science course with lab	
200-Level IAI Social and Behavioral Science course	3	200-Level Social Science course	

SEMESTER 4

College of DuPage		Columbia College Chicago	
Course Title	Credits	Course Title	
GRDSN 1101 Digital Graphic Applications	3	GRDE 136 Design Lab	
Transfer course	3	Collegewide Elective*	
IAI Humanities course	3	Humanities course	
IAI Life Science course	3	Science course	
IAI Social and Behavioral Science course	3	Social Science course	

Total transfer credits toward Columbia degree

64

*Collegewide Electives will be applied to required graduation hours at Columbia College Chicago.

Remaining Coursework at Columbia College Chicago

SEMESTER 5

Course Title	Credits
ADVE 220 Concepting I: The Big Idea	3
ADVE 280 Advertising Workshop	3
ARTS 155 Foundation Skill: Digital Video Editing	1
Diversity, Equity, and Inclusion designated course	3
Collegewide Elective or Minor Course	3
Total Credit Hours	13

SEMESTER 6

Course Title	Credits
ADVE 320 Copywriting	3
ADVE 325 Concepting II: CW/AD Teams	3
ADVE 340 Brand Strategy	3
CCCX Columbia Experience course with DEI designation	3
Collegewide Elective or Minor Course	3
Total Credit Hours	15

SEMESTER 7

Course Title	Credits
ADVE 245 Advertising Production	3
ADVE 420 Agency	3
ADVE 3XX Major Elective from list	3
Collegewide Elective or Minor Course	3
Collegewide Elective or Minor Course	3
Total Credit Hours	15

SEMESTER 8

Course Title	Credits
ADVE 480 Campaign Practicum: Strategic Planning	3
ADVE 492 Concepting III: Portfolio	3
Collegewide Elective or Minor Course	3
Collegewide Elective or Minor Course	3
Collegewide Elective or Minor Course	1
Total Credit Hours	13

Total Degree Credit Hours

120