

Oakton College	Columbia College Chicago
<b>Degree:</b> Associate in Arts	<b>Degree:</b> Bachelor of Arts
<b>Focus:</b> Advertising	<b>Major:</b> Advertising
<b>Minimum credits at Oakton College:</b> 61	<b>Credits completed at Columbia:</b> 59

## 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](https://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](https://colum.edu/tuition)

Scholarships and Financial Aid: [colum.edu/scholarships](https://colum.edu/scholarships)

## Contact Information

Want to learn more?

Web: [colum.edu/transfer](https://colum.edu/transfer)

Email: [transfer@colum.edu](mailto: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.

# Oakton College Transfer Pathway

## SEMESTER 1

Oakton College		Columbia College Chicago
Course Title	Credits	Course Title
EGL 101 Composition I	3	ENGL 111 Writing and Rhetoric I
MKT 131 Principles of Marketing	3	Collegewide Elective*
MKT 275 Social Media Tools for Business	3	Collegewide Elective*
IAI Humanities course	3	Humanities course
IAI Mathematics course	3	Mathematics course

## SEMESTER 2

Oakton College		Columbia College Chicago
Course Title	Credits	Course Title
EGL 102 Composition II	3	ENGL 112 Writing and Rhetoric II
MKT 215 Introduction to Advertising	3	ADVE 101 Introduction to Advertising
MKT 230 Consumer Behavior	3	ADVE 120 Consumer Behavior
SPE 103 Effective Speech	3	Meets IAI Communication Requirement
IAI Fine Arts course	3	Humanities course

## SEMESTER 3

Oakton College		Columbia College Chicago
Course Title	Credits	Course Title
MKT 240 Introduction to Public Relations	3	Collegewide Elective*
MKT 266 New Media & Technology in Marketing	3	Collegewide Elective*
IAI Life or Physical Science course with lab	4	Science course with lab
IAI Social and Behavioral Science course (Global Studies)	3	Social Science course
200-Level IAI Humanities or Fine Arts course	3	200-Level Humanities course

## SEMESTER 4

Oakton College		Columbia College Chicago
Course Title	Credits	Course Title
ART 216 Introduction to Digital Imaging	3	GRDE 136 Design Lab
Transfer elective	3	Collegewide Elective*
IAI Life or Physical Science course (no lab)	3	Science course
IAI Social and Behavioral Science course (US Diversity)	3	Social Science course
200-Level IAI Social and Behavioral Science course	3	200-Level Social Science course

<b>Total transfer credits toward Columbia degree</b>	<b>61</b>
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\*Collegewide Electives will be applied toward required graduation hours at Columbia College Chicago.

# Remaining Coursework at Columbia College Chicago

## SEMESTER 5

Course Title	Credits
ADVE 280 Advertising Workshop	3
ADVE 340 Brand Strategy	3
ARTS 155 Foundation Skill: Digital Video Editing	1
Advertising major elective (from list)	3
Collegewide Elective or Minor Course	3
Collegewide Elective or Minor Course	1
<b>Total Credit Hours</b>	<b>14</b>

## SEMESTER 6

Course Title	Credits
ADVE 220 Concepting I: The Big Idea	3
ADVE 245 Advertising Production	3
CCCX Columbia Experience course with DEI designation	3
Collegewide Elective or Minor Course	3
Collegewide Elective or Minor Course	3
<b>Total Credit Hours</b>	<b>15</b>

## SEMESTER 7

Course Title	Credits
ADVE 320 Copywriting	3
ADVE 325 Concepting II: CW/AD Teams	3
Diversity, Equity, and Inclusion designated course	3
Collegewide Elective or Minor Course	3
Collegewide Elective or Minor Course	3
<b>Total Credit Hours</b>	<b>15</b>

## SEMESTER 8

Course Title	Credits
ADVE 420 Agency	3
ADVE 480 Campaign Practicum: Strategic Planning	3
ADVE 492 Concepting II: Portfolio	3
Collegewide Elective or Minor Course	3
Collegewide Elective or Minor Course	3
<b>Total Credit Hours</b>	<b>15</b>

**Total Degree Credit Hours**

**120**