

Oakton College	Columbia College Chicago
Degree: Associate in Arts	Degree: Bachelor of Arts
Focus: Public Relations	Major: Public Relations
Minimum credits at Oakton College: 61	Credits completed at Columbia: 59

Degree Information

From research to strategy to media relations to crisis communications, the communication skills of engaging the public and shaping perceptions are the building blocks of reputation. Our PR program is designed to prepare students for success in an exciting, fast-paced career with high growth potential. Learn more about the major, faculty, and career opportunities at colum.edu/academics/programs/public-relations.

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.

Columbia College Chicago participates in the Illinois Articulation Initiative (IAI). Students who complete the AA degree prior to transferring are required to complete mission-specific graduation requirements at Columbia: 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 215 Introduction to Advertising	3	Collegewide Elective*
IAI Science course (no lab)	3	Science course
IAI Social and Behavioral Science course (with Global Studies designation)	3	Social Science course

SEMESTER 2

Oakton College		Columbia College Chicago
Course Title	Credits	Course Title
MKT 230 Consumer Behavior	3	ADVE 120 Consumer Behavior
MKT 240 Introduction to Public Relations	3	PURE 102 Introduction to Public Relations
SPE 103 Effective Speech	3	Meets IAI Communication requirement
IAI Humanities and Fine Arts course	3	Humanities course
IAI Mathematics course	3	Mathematics course

SEMESTER 3

Oakton College		Columbia College Chicago
Course Title	Credits	Course Title
EGL 102 Composition II	3	ENGL 112 Writing and Rhetoric II
MKT 247 Cases in Public Relations Management	3	PURE 240 Fashion Public Relations
MKT 253 Crisis and Issue Management	3	PURE 220 PR Issues and Crisis
IAI Social and Behavioral Science course (with U.S. Diversity designation)	3	Social Science course
200-Level IAI Humanities and Fine Arts course	3	200-Level Humanities course

SEMESTER 4

Oakton College		Columbia College Chicago
Course Title	Credits	Course Title
MKT 266 New Media and Technology in Marketing	3	Collegewide Elective*
MKT 275 Social Media Tools for Business	3	Collegewide Elective*
200-Level IAI Social and Behavioral Science course	3	200-Level Social Science course
IAI Humanities and Fine Arts course	3	Humanities course
IAI Science course with lab	4-5	Science course with lab

Total transfer credits toward Columbia degree

61 - 62

*Collegewide electives will be applied toward required graduation hours at Columbia College Chicago.

Remaining Coursework at Columbia College Chicago

SEMESTER 5

Course Title	Credits
COMM 219 Social Media Content	3
PURE 105 Public Relations Writing I	3
PURE 210 Presentation Skills	3
Collegewide Elective or Minor Course	3
Collegewide Elective or Minor Course	3
Total Credit Hours	15

SEMESTER 6

Course Title	Credits
PURE 310 Social Change Communications	3
COMM 202 Applied Communication Research	3
CCCX Columbia Experience course with DEI designation	3
Collegewide Elective or Minor Course	3
Collegewide Elective or Minor Course	3
Total Credit Hours	15

SEMESTER 7

Course Title	Credits
ADVE 340 Brand Strategy	3
PURE 375 Strategic Media Relations	3
Upper-Level Major Elective	3
Collegewide Elective or Minor Course	3
Collegewide Elective or Minor Course	3
Total Credit Hours	15

SEMESTER 8

Course Title	Credits
ADVE 310 360 Experiential Campaigns	3
ADVE 420 Agency	3
Upper-Level Major Elective	3
Diversity, Equity, and Inclusion designated course	3
Collegewide Elective or Minor Course	2
Total Credit Hours	14

Total Degree Credit Hours	120
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