

Harper College	Columbia College Chicago
Degree: Associate in Arts	Degree: Bachelor of Arts
Focus: Advertising	Major: Advertising
Minimum credits at Harper College: 62	Credits completed at Columbia: 58

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.

Harper College Transfer Pathway

SEMESTER 1

Harper College		Columbia College Chicago	
Course Title	Credits	Course Title	
ENG 101 Composition	3	ENGL 111 Writing and Rhetoric I	
MCM 120 Introduction to Mass Communication	3	Collegewide Elective*	
MKT 217 Advertising	3	ADVE 101 Introduction to Advertising	
MTH 101 Quantitative Literacy or higher IAI Math course	4	MATH 120 Quantitative Reasoning or mathematics course	
IAI Social and Behavioral Science course	3	Social Science course	

SEMESTER 2

Harper College		Columbia College Chicago	
Course Title	Credits	Course Title	
ENG 102 Composition	3	ENGL 112 Writing and Rhetoric II	
MKT 247 Consumer Buying Behavior	3	ADVE 120 Consumer Behavior	
SPE 101 Fundamentals of Speech Communication	3	Meets IAI Communication Requirement	
IAI Physical or Life Science course	3	Science course	
Transfer Elective	3	Collegewide Elective*	

SEMESTER 3

Harper College		Columbia College Chicago	
Course Title	Credits	Course Title	
MCM 233 Introduction to Public Relations	3	Collegewide Elective*	
200-Level IAI Social and Behavioral Science course	3	200-Level Social Science course	
IAI Humanities and Fine Art course	3	Humanities course	
IAI Physical or Life Science course with lab	4	Science course with lab	
Transfer Elective	3	Collegewide Elective*	

SEMESTER 4

Harper College		Columbia College Chicago	
Course Title	Credits	Course Title	
MCM 150 Social Media Management and Measurement	3	Collegewide Elective*	
IAI Humanities and Fine Art course	3	Humanities course	
IAI Social and Behavioral Science course	3	Social Science course	
200-Level IAI Humanities and Fine Art course	3	200-Level Humanities course	
Transfer Elective	3	Collegewide Elective*	

Total transfer credits toward Columbia degree

62

Remaining Coursework at Columbia College Chicago

SEMESTER 5

Course Title	Credits
ADVE 220 Concepting I: The Big Idea	3
ARTS 155 Foundation Skill: Digital Video Editing	1
GRDE 136 Design Lab	3
Diversity, Equity, and Inclusion (DEI) course	3
Collegewide Elective or Minor Course	3
Collegewide Elective or Minor Course	1
Total Credit Hours	14

SEMESTER 6

Course Title	Credits
ADVE 280 Advertising Workshop	3
ADVE 340 Brand Strategy	3
ADVE 3** Major Elective	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 320 Copywriting	3
ADVE 325 Concepting II: CW/AD Teams	3
Collegewide Elective or Minor Course	3
Collegewide Elective or Minor Course	2
Total Credit Hours	14

SEMESTER 8

Course Title	Credits
ADVE 420 Agency	3
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
Total Credit Hours	15

Total Degree Credit Hours

120