

Degree: Associate in Arts

Degree: Bachelor of Arts

Focus: Mass Communication

Major: Advertising

Credits completed at College of DuPage: 64

Credits at Columbia College Chicago: 56

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. Working closely with these industry-leading professors and your talented peers, you'll analyze consumer behavior through creative research techniques, develop amazing concepts, execute award-winning campaigns with cutting-edge art direction and copywriting, and master the art of a perfectly timed Tweet or Snapchat story. Learn more at colum.edu/academics.

College of DuPage Courses	Credits	Columbia Equivalency
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
Total Semester Credit Hours	15	

College of DuPage Courses	Credits	Columbia Equivalency
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
Total Semester Credit Hours	18	

College of DuPage Courses	Credits	Columbia Equivalency
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
Total Semester Credit Hours	16	

College of DuPage Courses	Credits	Columbia Equivalency
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 Semester Credit Hours	15	

Total credit hours for completion of AA Degree: 64 credit hours

COURSES TO COMPLETE AT COLUMBIA COLLEGE CHICAGO

5th Semester Courses

	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/Minor Course	3
Total Semester Credit Hours	13

6th Semester Courses

	Credits
ADVE 320 Copywriting	3
ADVE 325 Concepting II: CW/AD Teams	3
ADVE 340 Brand Strategy	3
CCCX 3** Innovation and Impact course (Columbia Experience)	3
Collegewide Elective/Minor Course	3
Total Semester Credit Hours	15

7th Semester Courses

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

8th Semester Courses

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

Completion of BA Degree: 120 credit hours

Just a few of our internship opportunities

- **Leo Burnett**, one of the largest advertising agencies in the world with clients like Procter & Gamble, McDonald's, and Samsung.
- **Digitas**, an integrated advertising agency that connects media, creative, data, and technology to deliver modern marketing.
- **FCB**, a global advertising agency with clients around the world.
- **Ogilvey**, operating in 93 countries, they have experts in Public Relations, Consulting, Advertising, and Health.
- **Major networks**, including CNN, ABC, NBC, and CBS.

Use your Collegewide Elective courses toward a related Minor:

- Creative Writing
- Graphic Design
- Marketing
- Photography
- Public Relations
- Social Media and Digital Strategy
- Video Production

Columbia College Chicago participates in the Illinois Articulation Initiative (IAI). Students who complete the AA degree prior to transferring to Columbia College Chicago will have completed the Essential Liberal Arts & Sciences section of the Columbia Core requirements. Additionally, all degree-seeking Columbia students are required to complete 9 credit hours of 200-level (or higher) coursework, Columbia Experience courses as indicated, as well as at least two courses (6 credit hours) with a Diversity, Equity, and Inclusion (DEI) designation to meet graduation requirements.

READY TO APPLY?

Visit colum.edu/apply

Columbia College Chicago Admissions
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Columbia
COLLEGE CHICAGO