

Degree: Associate in Arts

Degree: Bachelor of Arts

Focus: Mass Communication

Major: Public Relations

Credits completed at College of DuPage: 64*

Credits at Columbia College Chicago: 56

Is your public relations career goal to work in the for-profit or the non-profit world? In government, corporate America or for an agency? To live outside the U.S., in Silicon Valley, New York, Chicago or beyond? Or to go for a master's degree? Whatever the dream, our public relations curriculum will take you there. 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 at colum.edu/academics.

College of DuPage Courses	Credits	Columbia College Chicago Equivalent
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 Humanities course	3	Humanities course
IAI Mathematics course	3	Mathematics course
Total Semester Credit Hours	15	

College of DuPage Courses	Credits	Columbia College Chicago Equivalent
ENGL 1102 English Composition II	3	ENGL 112 Writing and Rhetoric II
MARKE 2210 Principles of Marketing	3	Collegewide Elective**
MCOMM 1126 Fake News and the Search for Truth in Today's Media	3	Collegewide Elective**
SPEEC 1120 Small Group Communication or SPEEC 2200 Intercultural Communication	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 College Chicago Equivalent
MARKE 2225 Consumer Behavior	3	ADVE 120 Consumer Behavior
MCOMM 2100 Social Media as News	3	COMM 219 Social Media Content
IAI Physical Science course with lab	4	Science course with lab
IAI Social and Behavioral Science course	3	Social Science course
200-Level IAI Humanities or Fine Arts course	3	200-Level Humanities course
Total Semester Credit Hours	16	

College of DuPage Courses	Credits	Columbia College Chicago Equivalent
MANAG 2215 Leadership	3	BUSE 368 Leadership
MARKE 2240 Advertising	3	Collegewide Elective**
SPEEC 1140 Public Relations	3	PURE 102 Intro to Public Relations
IAI Life Science course	3	Science course
200-Level IAI Social and Behavioral Science course	3	200-Level Social Science course
Total Semester Credit Hours	15	
Total credit hours for completion of AA Degree: 64 credit hours		

*Work with your COD advisor to ensure that all degree requirements are completed.

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

COLUMBIA COLLEGE CHICAGO COURSES

5th Semester Courses

PURE 105 Public Relations Writing	3
PURE 210 Presentation Skills	3
Major Elective from list	3
Diversity, Equity, and Inclusion designated course	3
Collegewide Elective/Minor Course	3
Total Semester Credit Hours	15

6th Semester Courses

COMM 202 Applied Communication Research	3
PURE 220 Public Relations Issues and Crisis	3
PURE 375 Strategic Media Relations	3
CCCX 3** Innovation and Impact course (Columbia Experience)	3
Collegewide Elective/Minor Course	2
Total Semester Credit Hours	14

7th Semester Courses

ADVE 310 360 Experiential Campaigns	3
ADVE 340 Brand Strategy	3
Major Elective from list	3
Collegewide Elective/Minor Course	3
Total Semester Credit Hours	12

8th Semester Courses

ADVE 420 Agency	3
PURE 310 Social Change Communications	3
Collegewide Elective/Minor Course	3
Collegewide Elective/Minor Course	3
Collegewide Elective/Minor Course	3
Total Semester Credit Hours	15

Completion of BA Degree: 120 credit hours

Credits

Agency Capstone

Agency students have served more than 50 clients, all start-ups from Chicago's world-renowned tech start-up incubator, [1871](#). Our 1871 clients are selected through a competitive process. Clients have included [Midwest Immersive](#), [BUNDLAR](#), [OjaExpress](#), [DreamOn Education](#), and even the social media shout-out powerhouse [Cameo](#).

Outside the Classroom

We have an active and award-winning chapter of the Public Relations Student Society of America (PRSSA). [PRSSA](#) is a preprofessional student organization that regularly leads [cause-related campaigns](#) and hosts [regional conferences](#) that bring in industry leaders, giving you a chance to network with corporate PR professionals, event management firms, PR agencies, and more.

After Graduation

You'll find our graduates working for top companies and brands:

- Discover Financial Services
- ExclusivePR
- GrubHub
- MGM Resorts
- McDonald's
- NBC
- Target
- The Chicago Cubs
- And many, many more

Minors

Many Public Relations students pursue a minor. The following are complementary to your degree in PR:

- Creative Advertising
- Fashion Business
- Journalism
- Live and Performing Arts Management
- Marketing
- Music Business

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