

**Degree:** Associate in Arts

**Focus:** Mass Communication

**Credits completed at College of DuPage:** 64\*

**Degree:** Bachelor of Arts

**Major:** Social Media and Digital Strategy

**Credits completed at Columbia:** 56

For many businesses, social media isn't optional—it's a requirement. Even nonprofits, startups, and artists are finding that social media has become a critical tool in managing their brand and reaching out to their audiences. In Columbia College Chicago's Social Media and Digital Strategy BA program—one of the first programs of its kind in the country—you'll become a leader in this emerging field. You'll study consumer behavior, data analytics, content strategy, and content creation to engage digital audiences and enhance brand awareness. Over the course of the program, you'll build a portfolio that reflects a broad understanding of digital marketing materials and strategy. Learn more at [colum.edu/academics](http://colum.edu/academics).

College of DuPage Courses	Credits	Columbia College Chicago Equivalents
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
<b>Total Semester Credit Hours</b>	<b>15</b>	

College of DuPage Courses	Credits	Columbia College Chicago Equivalents
ENGL 1102 English Composition II	3	ENGL 112 Writing and Rhetoric II
GRDSN 1101 Digital Graphic Applications	3	Collegewide Elective**
MARKE 2210 Principles of Marketing	3	Collegewide Elective**
SPEEC 1140 Public Relations	3	Collegewide Elective**
IAI Fine Arts course	3	Humanities course
IAI Social and Behavioral Science course	3	Social Science course
<b>Total Semester Credit Hours</b>	<b>18</b>	

College of DuPage Courses	Credits	Columbia College Chicago Equivalents
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
<b>Total Semester Credit Hours</b>	<b>16</b>	

College of DuPage Courses	Credits	Columbia College Chicago Equivalents
ENGLI 1115 Digital Writing	3	Collegewide Elective**
MCOMM 1126 Fake News and the Search for Truth in Today's Media	3	Collegewide Elective**
IAI Life Science course	3	Science course
200-Level IAI Social and Behavioral Science course	3	200-Level Social Science course
Major Elective	3	Collegewide Elective**
<b>Total Semester Credit Hours</b>	<b>15</b>	
Total credit hours for completion of AA Degree: 64 credit hours		

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

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

# COURSES TO BE COMPLETED AT COLUMBIA COLLEGE CHICAGO

## 5<sup>th</sup> Semester Courses

COMM 107 Social Media and Digital Strategy Foundations	Credits	3
PURE 105 Public Relations Writing		3
Digital Content Major Elective from list		3
Collegewide Elective/Minor Course		3
Collegewide Elective/Minor Course		3
<b>Total Semester Credit Hours</b>		<b>15</b>

## 6<sup>th</sup> Semester Courses

COMM 202 Applied Communication Research	Credits	3
PURE 220 PR Issues and Crisis		3
Digital Content Major Elective from list		3
Digital Strategy Major Elective from list		3
CCCX 3** Innovation and Impact course (Columbia Experience)		3
<b>Total Semester Credit Hours</b>		<b>15</b>

## 7<sup>th</sup> Semester Courses

COMM 203 Social Media Strategy	Credits	3
Digital Strategy Major Elective from list		3
Digital Strategy Major Elective from list		3
Collegewide Elective/Minor Course		3
<b>Total Semester Credit Hours</b>		<b>12</b>

## 8<sup>th</sup> Semester Courses

COMM 325 Data Storytelling & Visual Strategies	Credits	3
COMM 470 Digital Content and Analytics		3
Capstone Senior Project		3
Collegewide Elective/Minor Course		3
Collegewide Elective/Minor Course		2
<b>Total Semester Credit Hours</b>		<b>14</b>

## Completion of BA Degree: 120 credit hours

## In the Classroom

During your last year, you'll create an **interactive digital campaign** reflecting your very best content strategy and creation work, refining your social media and digital strategy portfolio.

You'll be fully engaged in the **Social Media and Digital Strategy Practicum**, which functions as a digital consultancy as you develop real work for clients. At this point, your body of work will include social media-focused projects from your class assignments as well as real-world projects. By the time you graduate you'll be prepared to work as a social media storyteller and create content across multiple media platforms.

## Internships

Social Media and Digital Strategy majors have found internship opportunities at for-profit brands, nonprofits, media outlets, artistic brands, startups, and political organizations. Recent students have completed social-media related internships at:

- Chicago Blackhawks
- NBC.com
- Chicago AIDS Foundation
- *Check, Please!*
- Midwest Fashion Week
- 1871
- Chicago Plastic Surgery Center
- Chicago Feminist Film Festival

## Minors

Many students use their collegewide electives to pursue a complementary major. Consider one of the following:

- Creative Advertising
- Design Management
- Fashion Business
- Journalism
- Marketing
- Music Business
- Photography
- Public Relations

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](https://colum.edu/apply)

Columbia College Chicago Admissions  
600 S. Michigan Ave., Chicago, IL 60605  
O: 312-369-7130  
E: [transfer@colum.edu](mailto:transfer@colum.edu)

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