

Degree: Associate in Arts

Focus: Mass Communication/Marketing

Credits completed at Harper College: 61

Degree: Bachelor of Arts

Major: Advertising

Credits at Columbia College Chicago: 60

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.

Harper College Courses	Credits	Columbia College Chicago Equivalencies
ENG 101 Composition	3	ENGL 111 Writing and Rhetoric I
MCM 120 Introduction to Mass Communication	3	Collegewide Elective*
MKT 217 Advertising (transfer elective)	3	ADVE 101 Introduction to Advertising
MTH 101 Quantitative Literacy or higher IAI Mathematics course	3	Mathematics course
IAI Social and Behavioral Science course	3	Social Science course
Total Semester Credit Hours	15	

Harper College Courses	Credits	Columbia College Chicago Equivalencies
ENG 102 Composition	3	ENGL 112 Writing and Rhetoric II
MKT 247 Consumer Buying Behavior (transfer elec)	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*
Total Semester Credit Hours	15	

Harper College Courses	Credits	Columbia College Chicago Equivalencies
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*
Total Semester Credit Hours	16	

Harper College Courses	Credits	Columbia College Chicago Equivalencies
MCM 150 Social Media Management and Measurement (transfer elective)	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 Semester Credit Hours	15	
Completion of AA Degree: 60 credit hours		

COLUMBIA COLLEGE CHICAGO COURSES

5th Semester Courses

	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/Minor Course	3
Collegewide Elective/Minor Course	1
Total Semester Credit Hours	14

6th Semester Courses

	Credits
ADVE 280 Advertising Workshop	3
ADVE 340 Brand Strategy	3
ADVE 3** Major Elective	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 320 Copywriting	3
ADVE 325 Concepting II: CW/AD Teams	3
Collegewide Elective/Minor Course	3
Collegewide Elective/Minor Course	3
Total Semester Credit Hours	15

8th Semester Courses

	Credits
ADVE 420 Agency	3
ADVE 480 Campaign Practicum: Strategic Planning	3
ADVE 492 Concepting III: Portfolio	3
Collegewide Elective/Minor Course	3
Collegewide Elective/Minor Course	3
Total Semester Credit Hours	15

Completion of BA Degree: 120 credit hours

Real-World Experiences

Collaborate with students from other majors to create cross-platform campaigns for real clients, produce multi-media documentaries, investigate the civic landscape in the third largest media market, and connect with industry professionals for experiential learning opportunities at City Hall, leading ad agencies, top PR firms, nationally recognized media outlets, and the city's leading startup business incubator, all while still in school.

At Columbia College Chicago, you'll take courses that emphasize partnerships and allow you to embark on industry ventures. These practicum experiences are part of a curriculum designed to encourage innovation, collaboration, and industry-readiness. You will learn advanced media skills to help you succeed in your chosen field.

Award Winning Work to Build Portfolios

Become one of the many award-winning Communication Department students who work with talented Columbia students from other departments. Build your portfolio and network to win highly respected, industry-known awards. Recent student award wins include the American Advertising Federation, the National Retail Federation, the Young Globals, the Collegiate Effies, the Scholastic Press Awards, and more.

Use your Collegewide Electives to pursue 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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E: transfer@colum.edu

Columbia
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