

Degree: Associate in Arts*

Degree: Bachelor of Arts

Focus: Advertising

Major: Advertising

Credits completed at Oakton Community College: 61

Credits at Columbia College Chicago: 59

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 Snap story. Learn more at colum.edu/academics.

Oakton Community College Courses	Credits	Columbia College Chicago Courses
EGL 101 Composition I	3	ENGL 111 Writing and Rhetoric I
MKT 131 Principles of Marketing	3	Collegewide Elective**
MKT 275 Social Media Tools for Business	3	Collegewide Elective**
IAI Humanities course	3	Humanities course
IAI Mathematics course	3	Mathematics course
Total Semester Credit Hours	15	

Oakton Community College Courses	Credits	Columbia College Chicago Courses
EGL 102 Composition II	3	ENGL 112 Writing and Rhetoric II
MKT 215 Introduction to Advertising	3	ADVE 101 Introduction to Advertising
MKT 230 Consumer Behavior	3	ADVE 120 Consumer Behavior
SPE 103 Effective Speech	3	Meets IAI Communication Requirement
IAI Fine Arts course	3	Humanities course
Total Semester Credit Hours	15	

Oakton Community College Courses	Credits	Columbia College Chicago Courses
MKT 240 Introduction to Public Relations	3	Collegewide Elective**
MKT 266 New Media & Technology in Marketing	3	Collegewide Elective**
IAI Life or Physical Science course with lab	4	Science course with lab
IAI Social and Behavioral Science course (Global Studies)	3	Social Science course
200-Level IAI Humanities or Fine Arts course	3	200-Level Humanities course
Total Semester Credit Hours	16	

Oakton Community College Courses	Credits	Columbia College Chicago Courses
ART 216 Introduction to Digital Imaging	3	GRDE 136 Design Lab
Associate in Arts major elective	3	Collegewide Elective**
IAI Life or Physical Science course (no lab)	3	Science course
IAI Social and Behavioral Science course (US Diversity)	3	Social 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: 60 credit hours

*Work with your Oakton advisor to ensure that the General Education Core Curriculum is completed.

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

COURSES TO BE COMPLETED AT COLUMBIA COLLEGE CHICAGO

5th Semester Courses

ADVE 280 Advertising Workshop
ADVE 340 Brand Strategy
ARTS 155 Foundation Skill: Digital Video Editing
Major Elective
Collegewide Elective/Minor course
Collegewide Elective/Minor course

Total Semester Credit Hours

Credits
3
3
1
3
3
1
14

6th Semester Courses

ADVE 220 Concepting I: The Big Idea
ADVE 245 Advertising Production
Major Elective
CCCX 3** Innovation and Impact course (Columbia Experience)
Collegewide Elective/Minor course

Total Semester Credit Hours

Credits
3
3
3
3
3
15

7th Semester Courses

ADVE 320 Copywriting
ADVE 325 Concepting II: CW/AD Teams
Diversity, Equity, and Inclusion designated course
Collegewide Elective/Minor course
Collegewide Elective/Minor course

Total Semester Credit Hours

Credits
3
3
3
3
3
15

8th Semester Courses

ADVE 420 Agency
ADVE 480 Campaign Practicum: Strategic Planning
ADVE 492 Concepting II: Portfolio
Collegewide Elective/Minor course
Collegewide Elective/Minor course

Total Semester Credit Hours

Credits
3
3
3
3
3
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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Columbia
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