

Degree: Associate in Arts

Focus: Public Relations

Credits completed at Oakton Community College: 60

Degree: Bachelor of Arts

Major: Public Relations

Credits at Columbia College Chicago: 60

The Public Relations major at Columbia College Chicago connects you to the broad field of communications. From strategy to research to media relations to crisis communications, you'll discover the ins and outs of fast-paced and fun careers as you engage the public and shape perceptions of organizations, products, and ideas. We'll use our industry connections to get you working and networking with PR professionals. With hard-earned internships and in-class projects that allow you to work with real clients on media and content strategy, you'll build a portfolio that reflects a broad understanding of public relations. 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 215 Introduction to Advertising	3	Collegewide Elective*
IAI Social and Behavioral Science course (Global Studies)	3	Social Science course
IAI Science course (no lab)	3	Science course
Total Semester Credit Hours	15	

Oakton Community College Courses	Credits	Columbia College Chicago Courses
MKT 240 Introduction to Public Relations	3	PURE 102 Introduction to Public Relations
SPE 103 Effective Speech	3	Meets IAI Communication requirement
IAI Humanities and Fine Art course	3	Humanities course
IAI Mathematics course	3	Meets Mathematics requirement
Transfer Elective	3	Collegewide Elective*
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 230 Consumer Behavior	3	ADVE 120 Consumer Behavior
MKT 253 Crisis and Issue Management	3	PURE 220 PR Issues and Crisis
IAI Social and Behavioral Science course (U.S. Diversity)	3	Social Science course
200-Level IAI Humanities and Fine Art course	3	200-Level Humanities course
Total Semester Credit Hours	15	

Oakton Community College Courses	Credits	Columbia College Chicago Courses
MKT 266 New Media and Technology in Marketing	3	Collegewide Elective*
MKT 275 Social Media Tools for Business	3	Collegewide Elective*
IAI Humanities and Fine Arts course	3	Humanities course
IAI Science course (with lab)	3-4	Science with a Lab
200-Level IAI Social and Behavioral Science course	3	200-Level Social Science course
Total Semester Credit Hours	15-16	

Total credit hours for completion of AA Degree: 60-61 credit hours

COURSES TO BE COMPLETED AT COLUMBIA COLLEGE CHICAGO

5th Semester Courses

COMM 219 Social Media Content	Credits	3
PURE 105 Public Relations Writing I		3
PURE 210 Presentation Skills		3
Major Elective from list		3
Collegewide Elective/Minor Course		3
Total Semester Credit Hours		15

6th Semester Courses

COMM 202 Applied Communication Research	Credits	3
PURE 310 Social Change Communications		3
CCCX 3*** Innovation and Impact (Columbia Experience course)		3
Major Elective from list		3
Collegewide Elective/Minor Course		3
Total Semester Credit Hours		15

7th Semester Courses

ADVE 310 360 Experiential Campaigns	Credits	3
PURE 375 Strategic Media Relations		3
Major Elective from list		3
Collegewide Elective/Minor Course		3
Collegewide Elective/Minor Course		3
Total Semester Credit Hours		15

8th Semester Courses

ADVE 340 Brand Strategy	Credits	3
ADVE 420 Agency		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

In the Classroom

In courses like **Strategic Media Relations**, you'll learn to pitch stories to the media, develop backgrounders and media lists using CisionPoint, as well as provide media training to real-life clients.

The PR capstone course, ADVE 420 Agency, is more involved than your typical senior project. In a team made of PR and Advertising students, you'll participate in client meetings, generate reports, conduct research, develop strategies, write media plans, and pitch concepts. All of the campaign elements you create in this course are excellent samples for your professional portfolio.

After Graduation

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

- Bonnaroo Music and Arts Festival
- CBS
- CULT Denim
- Edelman
- Eileen Fisher
- The Grossman Group
- HBO
- Shedd Aquarium
- SkirtPR
- 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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E: transfer@colum.edu

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