

**Degree:** Associate of Arts

**Degree:** Bachelor of Arts

**Focus:** Mass Communication/Marketing

**Major:** Advertising

**Credits completed at Harper College:** 60

**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](http://colum.edu/academics).

1 <sup>st</sup> Semester Courses	Credits	Columbia Course/IAI GECC Category
ENG 101 Composition	3	ENGL 111 Writing and Rhetoric I
GRA 101 Introduction to Graphic Arts Technology	3	GRDE 136 Design Lab (under review)
MKT 217 Advertising	3	ADVE 101 Introduction to Advertising
IAI Mathematics course	3	Mathematics course
IAI Social and Behavioral Science course	3	Social Science course
<b>Total Semester Credit Hours</b>	<b>15</b>	

2 <sup>nd</sup> Semester Courses	Credits	Columbia Course/IAI GECC Category
ENG 102 Composition	3	ENGL 112 Writing and Rhetoric II
MKT 247 Consumer Buying Behavior	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
Elective	3	Collegewide Elective*
<b>Total Semester Credit Hours</b>	<b>15</b>	

3 <sup>rd</sup> Semester Courses	Credits	Columbia Course/IAI GECC Category
MCM 233 Introduction to Public Relations	3	PURE 102 Introduction to Public Relations (for Strategy Concentration only. Will meet collegewide elective for all other concentrations)
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
Elective	3	Collegewide Elective*
<b>Total Semester Credit Hours</b>	<b>16</b>	

4 <sup>th</sup> Semester Courses	Credits	Columbia Course/IAI GECC Category
200-Level IAI Humanities and Fine Art course	3	200-Level Humanities course
IAI Humanities and Fine Art course	3	Humanities course
IAI Social and Behavioral Science course	3	Social Science course
Elective	3	Collegewide Elective*
Elective	2	Collegewide Elective*
<b>Total Semester Credit Hours</b>	<b>15</b>	

**Completion of AA Degree: 60 credit hours**

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

# COLUMBIA COLLEGE CHICAGO COURSES

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

ADVE 230 Digital Platforms	3
ADVE 280 Advertising Workshop	3
Concentration Course	3
Diversity, Equity, and Inclusion (DEI) course	3
Collegewide Elective	3
<b>Total Semester Credit Hours</b>	<b>15</b>

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

ADVE 340 Brand Strategy	3
Major Elective	3
Concentration Course	3
Innovation and Impact (Columbia Experience course)	3
Collegewide Elective	3
<b>Total Semester Credit Hours</b>	<b>15</b>

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

ADVE 420 Agency or ADVE 480 Campaign Practicum I	3
Major Elective	3
Concentration Course	3
Concentration Course	3
Collegewide Elective	3
<b>Total Semester Credit Hours</b>	<b>15</b>

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

ADVE 492 Ad Portfolio	3
ADVE 481 Campaign Practicum II (if ADVE 480 completed) <b>or</b> Collegewide Elective	3
Concentration Course	3
Collegewide Elective	3
Collegewide Elective	3
<b>Total Semester Credit Hours</b>	<b>15</b>

**Completion of BA Degree: 120 credit hours**

## Credits

## Advertising Concentrations

### Art Direction

- ADAD 252 Advertising Design
- ADVE 245 Advertising Production
- ADVE 325 Copywriter/Art Director Team
- DSGN 350 Portfolio
- GRDE 131 Survey of Typography

### Copywriting

- ADVE 220 Advertising Copywriting I
- ADVE 245 Advertising Production
- ADVE 320 Advertising Copywriting II
- ADVE 325 Copywriter/Art Director Team
- DSGN 350 Portfolio

### Strategy

- ADVE 310 360 Experiential Campaigns
- ADVE 371 Media Planning
- ADVE 380 Account Exec & Brand Manager
- PURE 102 Intro to Public Relations

*One of the following:*

- COMM 326 Semiotics for Creators of Popular Culture
- COMM 326H Semiotics for Creators of Popular Culture

## Advertising Capstone

You'll work with real clients on real assignments, which means you'll generate reports, conduct research, develop strategies, write media plans, design and pitch concepts, produce integrated 360 campaigns, and participate in client meetings. Our capstone course teaches you how to thrive in an advertising agency, an in-house marketing department, or a specialty consultancy as both a team member and a specialist in account management, strategy, creative, media, project management, or production.

You can then use the campaign elements from your capstone courses as samples for your professional portfolio. Since you've already worked with clients, you can interview for the job you want with the examples and experience employers look for.

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  
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E: [transfer@colum.edu](mailto:transfer@colum.edu)

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