

Degree: Associate of Arts

Degree: Bachelor of Arts

Focus: Mass Communication/Marketing

Major: Public Relations

Credits completed at Harper: 60

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.

1 st Semester Courses	Credits	Columbia Course/IAI GECC Category
ENG 101 Composition	3	ENGL 111 Writing and Rhetoric I
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
Elective	3	Collegewide Elective*
Total Semester Credit Hours	15	

2 nd Semester Courses	Credits	Columbia Course/IAI GECC Category
ENG 102 Composition	3	ENGL 112 Writing and Rhetoric II
MCM 233 Introduction to Public Relations	3	PURE 102 Introduction to Public Relations
SPE 101 Fundamentals of Speech Communication	3	Meets IAI Communication requirement
IAI Physical or Life Science course	3	Science course
Elective	3	Collegewide Elective*
Total Semester Credit Hours	15	

3 rd Semester Courses	Credits	Columbia Course/IAI GECC Category
MKT 180 Strategic Communication for a Digital World	3	COMM 219 Social Media Content
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*
Total Semester Credit Hours	16	

4 th Semester Courses	Credits	Columbia Course/IAI GECC Category
MKT 247 Consumer Buying Behavior	3	ADVE 120 Consumer Behavior
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 Sciences course	3	Social Science course
Elective	2	Collegewide Elective*
Total Semester Credit Hours	14	

Completion of AA Degree: 60 credit hours

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

COLUMBIA COLLEGE CHICAGO COURSES

5th Semester Courses

	Credits
PURE 105 Public Relations Writing I	3
PURE 220 PR Issues and Crisis	3
Diversity, Equity, and Inclusion (DEI) course	3
Collegewide Elective	3
Collegewide Elective	3
Total Semester Credit Hours	15

6th Semester Courses

	Credits
PURE 210 Presentation Skills	3
PURE 310 Social Change Communications	3
Public Relations Elective B	3
Innovation and Impact course (Columbia Experience)	3
Collegewide Elective	3
Total Semester Credit Hours	15

7th Semester Courses

	Credits
ADVE 310 360 Experiential Campaigns	3
PURE 230 Social Media & PR Strategies	3
PURE 375 Strategic Media Relations	3
Collegewide Elective	3
Collegewide Elective	3
Total Semester Credit Hours	15

8th Semester Courses

	Credits
ADVE 340 Brand Strategy	3
PURE 420 PR Campaigns	3
Public Relations Elective B	3
Collegewide Elective	3
Collegewide Elective	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** 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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