

Degree: Associate of Applied Science

Degree: Bachelor of Arts

Focus: Marketing Management

Major: Advertising

Credits completed at Oakton: 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.

1 st Semester Courses	Credits	Columbia Course/IAI GECC Category
EGL 101 Composition I	3	ENGL 111 Writing and Rhetoric I
MGT 118 Effective Management Communication	3	Collegewide Elective*
MKT 131 Principles of Marketing	3	Collegewide Elective*
MKT 215 Introduction to Advertising	3	ADVE 101 Introduction to Advertising
IAI Life or Physical Science course (no lab)	3	Science course
Total Semester Credit Hours	15	

2 nd Semester Courses	Credits	Columbia Course/IAI GECC Category
MKT 230 Consumer Behavior	3	ADVE 120 Consumer Behavior
MKT 248 Marketing Management	3	Collegewide Elective*
MKT 275 Social Media Tools for Business (Elective)	3	COMM 103 Introduction to Social Media & Digital Strategies (Major Elective)
SPE 103 Effective Speech	3	Meets IAI Communication Requirement
IAI Humanities or Fine Arts course	3	Humanities course
Total Semester Credit Hours	15	

3 rd Semester Courses	Credits	Columbia Course/IAI GECC Category
MKT 240 Introduction to Public Relations	3	PURE 102 Introduction to Public Relations (Strategy Concentration requirement)
MKT 266 New Media & Technology in Marketing (Elective)	3	ADVE 230 Digital Platforms
MKT 270 Integrated Marketing Communications	3	Collegewide Elective*
MKT Elective	3	Collegewide Elective*
IAI Social and Behavioral Science course (Global Studies)	3	Social Science course
Total Semester Credit Hours	15	

4 th Semester Courses	Credits	Columbia Course/IAI GECC Category
MGT 276 Corporate Social Responsibility & Decision Making	3	Collegewide Elective*
MKT 251 Practicum Marketing	3	Collegewide Elective*
MKT Elective	3	Collegewide Elective*
Elective - ART, CIS, or CAB course that focuses on design, graphics, or publications	3	Collegewide Elective*
200-Level IAI Social and Behavioral Science course	3	200-Level Humanities course
Total Semester Credit Hours	15	

Completion of AAS Degree: 60 credit hours

COLUMBIA COLLEGE CHICAGO COURSES

5th Semester Courses

	Credits
ADVE 280 Advertising Workshop	3
ENGL 112 Writing and Rhetoric II	3
GRDE 136 Design Lab	3
200-Level Humanities course	3
Mathematics course	3
Total Semester Credit Hours	15

6th Semester Courses

	Credits
ADVE 340 Brand Strategy	3
Concentration Course	3
Concentration Course	3
Innovation and Impact (Columbia Experience course)	3
Social Science course	3
Total Semester Credit Hours	15

7th Semester Courses

	Credits
ADVE 420 Agency	3
Concentration Course	3
Concentration Course	3
Humanities course with DEI designation	3
Science course with lab	3
Total Semester Credit Hours	15

8th Semester Courses

	Credits
ADVE 492 Ad Portfolio	3
Concentration Course	3
Collegewide Elective	3
Collegewide Elective	3
Collegewide Elective	3
Total Semester Credit Hours	15

Completion of BA Degree: 120 credit hours

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 AAS degree prior to transferring to Columbia College Chicago have the choice of completing the IAI General Education Core Curriculum (GECC) at Columbia or the Columbia Core Curriculum. Students will work with their Columbia advisor on the best course of action. 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 6 credit hours of courses with a Diversity, Equity, and Inclusion (DEI) designation to meet graduation requirements.

READY TO APPLY?

Visit colum.edu/apply

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