

**Degree:** Associate of Applied Science

**Degree:** Bachelor of Arts

**Focus:** Marketing Management

**Major:** Public Relations

**Credits completed at Oakton Community College:** 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](http://colum.edu/academics).

1 <sup>st</sup> 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 Science course (no lab)	3	Science course
<b>Total Semester Credit Hours</b>	<b>15</b>	

2 <sup>nd</sup> 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 (MKT Elective)	3	Collegewide Elective*
SPE 103 Effective Speech	3	Meets IAI Communication requirement
IAI Humanities and Fine Art course	3	Humanities course
<b>Total Semester Credit Hours</b>	<b>15</b>	

3 <sup>rd</sup> Semester Courses	Credits	Columbia Course/IAI GECC Category
MKT 240 Introduction to Public Relations	3	PURE 102 Introduction to Public Relations
MKT 253 Crisis and Issue Management (MKT Elective)	3	PURE 220 PR Issues and Crisis
MKT 270 Integrated Marketing Communications	3	Collegewide Elective*
IAI Social and Behavioral Science course	3	Social Science course
ART, CIS, or CAB course that focuses on design, graphics, or publications	3	Collegewide Elective*
<b>Total Semester Credit Hours</b>	<b>15</b>	

4 <sup>th</sup> Semester Courses	Credits	Columbia Course/IAI GECC Category
MGT 276 Corporate Social Responsibility & Decision Making	3	Collegewide Elective*
MGT 276 Corporate Social Responsibility	3	Collegewide Elective*
MKT Elective	3	Collegewide Elective*
MKT Elective	3	Collegewide Elective*
200-Level IAI Social and Behavioral Science course	3	Social Science course
<b>Total Semester Credit Hours</b>	<b>15</b>	

**Completion of AAS 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

	Credits
ENGL 112 Writing and Rhetoric II	3
PURE 105 Public Relations Writing I	3
PURE 230 Social Media & PR Strategies	3
Humanities course with DEI designation	3
Mathematics course	3

**Total Semester Credit Hours** 15

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

	Credits
PURE 210 Presentation Skills	3
PURE 310 Social Change Communications	3
Innovation and Impact course (Columbia Experience)	3
Collegewide Elective	3
200-level Social Science course	3

**Total Semester Credit Hours** 15

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

	Credits
ADVE 340 Brand Strategy	3
PURE 375 Strategic Media Relations	3
Upper-Level Major Elective	3
Science course with lab	3
Collegewide Elective	3

**Total Semester Credit Hours** 15

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

	Credits
ADVE 310 360 Experiential Campaigns	3
Public Relations Capstone	3
Humanities course	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 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](http://colum.edu/apply)

Columbia College Chicago Admissions  
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E: [transfer@colum.edu](mailto:transfer@colum.edu)

**Columbia**  
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