

Degree: Associate of Applied Arts
Area of Concentration: Marketing Management
Credits completed at Oakton College: 60

Degree: Bachelor of Arts
Major: Advertising
Credits needed at Columbia College Chicago: 60

Advertising majors acquire a broad understanding of advertising and the hands-on applied learning needed to create effective advertising strategies and content, using the full suite of media options available to ad professionals today. Students select either the Strategy or Creative track within the major. Visit colum.edu/academics for more information.

1st Semester Courses	Credit Hours	Columbia Equivalent Course/IAI GECC Category
EGL Composition I	3	52-1151 Writing and Rhetoric I (Communication)
Mathematics	3	Mathematics
MGT 118 Effective Management Communication	3	College-Wide Elective
MKT 215 Introduction to Advertising	3	54-1600 Introduction to Advertising
MKT 131 Principles of Marketing	3	Collegewide Elective
Total Semester Credit Hours	15	
2nd Semester Courses	Credit Hours	Columbia Equivalent Course/IAI GECC Category
SPE 103 Effective Speech	3	52-1401 Oral Expression (Communication)
MKT 230 Consumer Behavior	3	54-1601 Consumer Behavior
MKT 248 Marketing Management	3	Collegewide Elective
MKT 275 Social Media Tools for Business (MKT or GBS Elective)	3	54-1200 Introduction to Social Media & Digital Strategies (Lower Level Major Elective)
Humanities or Fine Art	3	Humanities and Fine Art
Total Semester Credit Hours	15	
3rd Semester Courses	Credit Hours	Columbia Equivalent Course/IAI GECC Category
Social and Behavioral Sciences	3	Social and Behavioral Sciences
MKT 240 Introduction to Public Relations	3	54-1700 Introduction to Public Relations
MKT 266 New Media and Technology in Marketing (MKT or GBS Elective)	3	54-2607 Interactive Advertising
MKT or GBS Elective	3	Collegewide Elective
MKT 270 Integrated Marketing Communications	3	Collegewide Elective
Total Semester Credit Hours	15	
4th Semester Courses	Credit Hours	Columbia Equivalent Course/IAI GECC Category
Global Studies Course	3	Humanities and Fine Art
MKT 251 Practicum Marketing	3	Collegewide Elective
MGT 276 Corporate Social Responsibility	3	Collegewide Elective
MKT or GBS Elective	3	Collegewide Elective
Elective - ART, CIS, or CAB course that focuses on design, graphics, or publications	3	Collegewide Elective
Total Semester Credit Hours	15	
Completion of AAS Degree: 60 credit hours		

YOUR COURSES AT COLUMBIA COLLEGE CHICAGO

5th Semester Courses	Credit Hours
54-2606 Advertising Copywriting I	3
54-2601 Advertising Workshop	3
52-1152 Writing and Rhetoric II (Communication)	3
Physical or Life Science	3
Collegewide Elective	3
Total Semester Credit Hours	15
6th Semester Courses	Credit Hours
54-3810 Brand Strategy	3
54-3607 360 Experiential Campaigns	3
Major Upper Level Elective	3
Physical or Life Science with Lab	3
Collegewide Elective	3
Total Semester Credit Hours	15
7th Semester Courses	Credit Hours
Major Track Choice	3
Major Capstone Choice	3
Major Upper Level Elective	3
Social and Behavioral Sciences	3
Collegewide Elective	3
Total Semester Credit Hours	15
8th Semester Courses	Credit Hours
Major Track Choice	3
Major Track Choice	3
Social and Behavioral Sciences	3
Humanities and Fine Art	3
Collegewide Elective	3
Total Semester Credit Hours	15
Completion of BA Degree: 120 credit hours	

Columbia College Chicago participates in the Illinois Articulation Initiative (IAI). Students who complete the AAS and transfer to Columbia College Chicago will be eligible for the IAI General Education Core (completed at Columbia post-transfer.) Full-time status at Columbia College Chicago is 12-16 credits per term. All degree-seeking undergraduate students are required to complete Global Awareness (3 credits), U.S. Pluralism (3 credits), Writing Intensive (3 credits), and upper division (2000 level or higher) LAS core courses (6 credits). This plan assumes completion of Global Awareness, U.S. Pluralism, and 2000-level LAS core in transfer, and Writing Intensive will be completed at Columbia College Chicago.

READY TO APPLY?

Visit colum.edu/apply.

Columbia College Chicago
Office of Undergraduate Admissions

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