

Degree: Associate of Applied Arts

Area of Concentration: Marketing Management

Credits completed at Oakton: 60

Degree: Bachelor of Arts

Major: Public Relations

Credits needed at Columbia College Chicago: 60

Students majoring in Public Relations learn to shape the messages that influence public opinion, attitudes and behaviors. 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	Collegewide 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 and 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
Elective - ART, CIS, or CAB course that focuses on design, graphics, or publications	3	Collegewide Elective
MKT 253 Crisis and Issue Management (MKT or GBS Elective)	3	54-3701 PR Cases & Crisis Communication (Upper Level Major 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 or GBS Elective	3	Collegewide Elective
MKT 251 Practicum Marketing	3	Collegewide Elective
MGT 276 Corporate Social Responsibility	3	Collegewide Elective
MKT or GBS Elective	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
54-1701 Public Relations Writing I	3
54-2707 Public Relations Issues	3
54-2712 Social Media & PR Strategies	3
52-1152 Writing and Rhetoric II (Communication)	3
Collegewide Elective	3
Total Semester Credit Hours	15
6th Semester Courses	Credit Hours
54-2708 Social Change Communications	3
54-3701 Presentation Skills	3
Physical or Life Science with Lab	3
Social and Behavioral Sciences	3
Collegewide Elective	3
Total Semester Credit Hours	15
7th Semester Courses	Credit Hours
54-2713 Strategic Media Relations	3
54-3810 Brand Strategy	3
Major Upper Level Elective	3
Physical or Life Science	3
Collegewide Elective	3
Total Semester Credit Hours	15
8th Semester Courses	Credit Hours
54-**** Public Relations Capstone	3
54-3607 360 Experiential Campaigns	3
Humanities and Fine Art	3
Social and Behavioral Sciences	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
Admissions

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