

Degree: Associate in Arts

Degree: Bachelor of Arts

Focus: Mass Communication

Major: Advertising

Credits completed at College of DuPage: 64

Credits at Columbia College Chicago: 56

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.

College of DuPage Courses	Credits	Columbia Equivalency
BUSIN 1100 Introduction to Business	3	Collegewide Elective*
ENGLI 1101 English Composition I	3	ENGL 111 Writing and Rhetoric I
MCOMM 1100 Introduction to Mass Communication	3	Collegewide Elective*
SPEEC 1100 Fundamentals of Speech Communication	3	Meets IAI Communication requirement
IAI Mathematics course	3	Mathematics course
Total Semester Credit Hours	15	

College of DuPage Courses	Credits	Columbia Equivalency
ENGL 1102 English Composition II	3	ENGL 112 Writing and Rhetoric II
MARKE 2240 Advertising	3	ADVE 101 Advertising Principles
SPEEC 1140 Public Relations	3	Collegewide Elective*
Concentration-specific transfer course from list below	3	Concentration required course
IAI Fine Arts course	3	Humanities course
IAI Social and Behavioral Science course	3	Social Science course
Total Semester Credit Hours	18	

College of DuPage Courses	Credits	Columbia Equivalency
MARKE 1100 Principles of Marketing	3	ADVE 120 Consumer Behavior
MCOMM 2100 Social Media as News	3	COMM 219 Social Media Content
200-Level IAI Humanities or Fine Arts course	3	Humanities course
IAI Physical Science course with lab	4	Science course with lab
200-Level IAI Social and Behavioral Science course	3	200-Level Social Science course
Total Semester Credit Hours	16	

College of DuPage Courses	Credits	Columbia Equivalency
Concentration-specific transfer course from list below	3	Concentration required course
Concentration-specific transfer course from list below	3	Concentration required course
IAI Humanities course	3	Humanities course
IAI Life Science course	3	Science course
IAI Social and Behavioral Science course	3	Social Science course
Total Semester Credit Hours	15	

Completion of AA Degree: 64 credit hours

Art Direction Concentration Courses

COD Course = Columbia Equivalency

- GRDSN 1101 Digital Graphic Applications = GRDE 136 Design Lab
- GRDSN 1102 Graphic Design I = GRDE 231 Graphic Design I
- GRDSN 1104 Typography = GRDE 131 Survey of Typography

Copywriting Concentration Courses

COD Course = Columbia Equivalency

- ENGLI 1115 Digital Writing = Collegewide Elective*
- ENGLI 2251 Fiction Writing **or** ENGLI 2252 Poetry Writing = CRWR 150 Fiction Workshop **or** CRWR 155 Poetry Workshop
- THEAT 1105 Improvisational Acting = THEA 110 Improvisational Techniques I

Strategy Concentration Courses

COD Course = Columbia Equivalency

- GRDSN 1102 Graphic Design I = Collegewide Elective*
- GRDSN 2200 User Experience Design = INMD 210 Interface Design I
- SPEEC 1140 Public Relations = PURE 102 Intro to Public Relations

COLUMBIA COLLEGE CHICAGO COURSES

5th Semester Courses

Concentration required course	3
Concentration required course	3
Concentration required course	3
Collegewide Elective/Minor Course	3
Diversity, Equity, and Inclusion designated course	3
Total Semester Credit Hours	15

6th Semester Courses

ADVE 220 Concepting I: The Big Idea	3
ADVE 280 Advertising Workshop	3
CCCX 3** Innovation and Impact course (Columbia Experience)	3
Collegewide Elective/Minor Course	3
Collegewide Elective/Minor Course	3
Total Semester Credit Hours	15

7th Semester Courses

ADVE 420 Agency	3
Concentration required course	3
Concentration required course	3
Collegewide Elective/Minor Course	3
Total Semester Credit Hours	12

8th Semester Courses

ADVE 481 Campaign Practicum: Concepting & Evaluation	3
Concentration required course	3
Concentration required course if needed	3
Concentration required course if needed	3
Total Semester Credit Hours	12

Completion of BA Degree: 120 credit hours

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
600 S. Michigan Ave., Chicago, IL 60605
O: 312-369-7130
E: transfer@colum.edu

Advertising Concentrations

Art Direction

In this concentration, you'll learn how to develop concepts from the initial idea to the final product, create aesthetically pleasing typographic and design elements for both print and digital campaigns, and work with copywriters, photographers, and video producers to get a job done—and done right.

Copywriting

Copywriters are the content writers and creators who come up with the catchy line, phrase, or concept that connects an audience with a product. You'll learn how to write copy for different platforms, such as innovative digital content, highly shareable branded videos and commercials, memorable out-of-home advertising, highly involved in-store activations, and amazing branded events and experiences.

Strategy

This concentration is for students who want to manage the ad development process and keep an eye on the brand business opportunities and the consumer insights discovered via creative consumer psychology research. This concentration involves brand management, media planning, consumer insights, and more.

Advertising Capstone

These Advertising capstone courses are signature experiences for our majors. 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