

Degree: Associate in Arts

Degree: Bachelor of Arts

Focus: Mass Communication

Major: Public Relations

Credits completed at College of DuPage: 64*

Credits at Columbia College Chicago: 56

Is your public relations career goal to work in the for-profit or the non-profit world? In government, corporate America or for an agency? To live outside the U.S., in Silicon Valley, New York, Chicago or beyond? Or to go for a master's degree? Whatever the dream, our public relations curriculum will take you there. From research to strategy to media relations to crisis communications, the communication skills of engaging the public and shaping perceptions are the building blocks of reputation. Our PR program is designed to prepare students for success in an exciting, fast-paced career with high growth potential. Learn more at colum.edu/academics.

| College of DuPage Courses | Credits | Columbia College Chicago Equivalent |
|---|-----------|-------------------------------------|
| 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 Humanities course | 3 | Humanities course |
| IAI Mathematics course | 3 | Mathematics course |
| Total Semester Credit Hours | 15 | |

| College of DuPage Courses | Credits | Columbia College Chicago Equivalent |
|--|-----------|-------------------------------------|
| ENGL 1102 English Composition II | 3 | ENGL 112 Writing and Rhetoric II |
| MARKE 2210 Principles of Marketing | 3 | Collegewide Elective** |
| MCOMM 1126 Fake News and the Search for Truth in Today's Media | 3 | Collegewide Elective** |
| SPEEC 1120 Small Group Communication or SPEEC 2200 Intercultural Communication | 3 | Collegewide Elective** |
| 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 College Chicago Equivalent |
|--|-----------|-------------------------------------|
| MARKE 2225 Consumer Behavior | 3 | ADVE 120 Consumer Behavior |
| MCOMM 2100 Social Media as News | 3 | COMM 219 Social Media Content |
| IAI Physical Science course with lab | 4 | Science course with lab |
| IAI Social and Behavioral Science course | 3 | Social Science course |
| 200-Level IAI Humanities or Fine Arts course | 3 | 200-Level Humanities course |
| Total Semester Credit Hours | 16 | |

| College of DuPage Courses | Credits | Columbia College Chicago Equivalent |
|--|-----------|-------------------------------------|
| ENGLI 1115 Digital Writing | 3 | Collegewide Elective** |
| MARKE 2240 Advertising | 3 | ADVE 101 Advertising Principles |
| SPEEC 1140 Public Relations | 3 | PURE 102 Intro to Public Relations |
| IAI Life Science course | 3 | Science course |
| 200-Level IAI Social and Behavioral Science course | 3 | 200-Level Social Science course |
| Total Semester Credit Hours | 15 | |
| Completion of AA Degree: 64 credit hours | | |

*Work with your COD advisor to ensure that all degree requirements are completed.

**Collegewide electives will be applied toward required graduation hours at Columbia College Chicago.

COLUMBIA COLLEGE CHICAGO COURSES

5th Semester Courses

| | |
|--|-----------|
| PURE 105 Public Relations Writing | 3 |
| PURE 210 Presentation Skills | 3 |
| Diversity, Equity, and Inclusion designated course | 3 |
| Collegewide Elective/Minor Course | 3 |
| Total Semester Credit Hours | 12 |

6th Semester Courses

| | |
|---|-----------|
| PURE 220 Public Relations Issues and Crisis | 3 |
| PURE 375 Strategic Media Relations | 3 |
| Major Elective from list | 3 |
| CCCX 3** Innovation and Impact course (Columbia Experience) | 3 |
| Collegewide Elective/Minor Course | 2 |
| Total Semester Credit Hours | 14 |

7th Semester Courses

| | |
|-------------------------------------|-----------|
| ADVE 310 360 Experiential Campaigns | 3 |
| ADVE 340 Brand Strategy | 3 |
| Major Elective from list | 3 |
| Collegewide Elective/Minor Course | 3 |
| Collegewide Elective/Minor Course | 3 |
| Total Semester Credit Hours | 15 |

8th Semester Courses

| | |
|---------------------------------------|-----------|
| ADVE 420 Agency | 3 |
| PURE 310 Social Change Communications | 3 |
| Collegewide Elective/Minor Course | 3 |
| Collegewide Elective/Minor Course | 3 |
| Collegewide Elective/Minor Course | 3 |
| Total Semester Credit Hours | 15 |

Completion of BA Degree: 120 credit hours

Credits

Agency Capstone

Agency students have served more than 50 clients, all start-ups from Chicago's world-renowned tech start-up incubator, [1871](#). Our 1871 clients are selected through a competitive process. Clients have included [Midwest Immersive](#), [BUNDLAR](#), [OjaExpress](#), [DreamOn Education](#), and even the social media shout-out powerhouse [Cameo](#).

Credits

Outside the Classroom

We have an active and award-winning chapter of the Public Relations Student Society of America (PRSSA). [PRSSA](#) is a preprofessional student organization that regularly leads [cause-related campaigns](#) and hosts [regional conferences](#) that bring in industry leaders, giving you a chance to network with corporate PR professionals, event management firms, PR agencies, and more.

Credits

After Graduation

You'll find our graduates working for top companies and brands:

- Discover Financial Services
- ExclusivePR
- GrubHub
- MGM Resorts
- McDonald's
- NBC
- Target
- The Chicago Cubs
- And many, many more

Credits

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 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

Columbia
COLLEGE CHICAGO