Columbia
COLLEGE CHICAGO

FOUR YEAR PLAN
2018-2019 ACADEMIC YEAR

Degree:	**Bachelor of Arts**	**Credits required for degree:**	**120**
Major:	**Advertising**	**Credits required in major:**	**45**
Concentration:	**Art Direction**		

1st Semester Courses	Credit Hours	2nd Semester Courses	Credit Hours
Total Semester Credit Hours	**15**	**Total Semester Credit Hours**	**15**
ADVE 101 Introduction to Advertising	3	ADVE 120 Consumer Behavior	3
GRDE 136 Design Lab	3	GRDE 131 Survey of Typography	3
ENGL 111 Writing and Rhetoric I (LAS Core)	3	ENGL 112 Writing and Rhetoric II (LAS Core)	3
FEXP 1** First Semester Experience (LAS Core)	3	LAS Core Requirement	3
College-Wide Elective	3	College-Wide Elective	3
3rd Semester Courses	**Credit Hours**	**4th Semester Courses**	**Credit Hours**
Total Semester Credit Hours	**15**	**Total Semester Credit Hours**	**15**
ADVE 230 Digital Platforms	3	ADVE 280 Advertising Workshop	3
ADVE 245 Ad Production	3	ADVE 340 Brand Strategy	3
LAS Core Requirement	3	LAS Core Requirement	3
LAS Core Requirement	3	LAS Core Requirement	3
College-Wide Elective	3	College-Wide Elective	3
5th Semester Courses	**Credit Hours**	**6th Semester Courses**	**Credit Hours**
Total Semester Credit Hours	**15**	**Total Semester Credit Hours**	**15**
ADVE 252 Advertising Design	3	ADVE 325 Copywriter / Art Director Team	3
Major Elective - Advertising Elective (ADVE ***)	3	Major Elective - Advertising Elective (ADVE ***)	3
LAS Core Requirement* (200 Level)	3	LAS Core Requirement* (200 Level)	3
LAS Core Requirement* (Global Awareness)	3	LAS Core Requirement* (U.S. Pluralism)	3
College-Wide Elective	3	College-Wide Elective	3
7th Semester Courses	**Credit Hours**	**8th Semester Courses**	**Credit Hours**
Total Semester Credit Hours	**15**	**Total Semester Credit Hours**	**15**
DSGN 350 Portfolio	3	ADVE 492 Ad Portfolio	3
ADVE 420 Agency or ADVE 480 Campaign Practicum I	3	ADVE 481 Campaign Practicum II (or College-Wide Electives)	6
LAS Core Requirement	3	LAS Core Requirement	3
College-Wide Elective	3	College-Wide Elective	3
College-Wide Elective	3		

Notes:

This degree plan is a suggested sequence only. Students should work with their Academic Advisors and Departments to develop unique individual plans.

LAS Core Requirements include First-Semester Experience, English, Mathematics, Speech, Sciences, History, Humanities, Social Sciences, and Literature.

Major Electives include courses required to be completed to finish a major, students will choose from a list of major electives in the course catalog.

College-Wide Electives include all courses and credits not specifically applied towards the LAS Core or Major Requirements.

Students are encouraged to consider declaring a Minor to complete their required College-Wide Elective credits.

Full-time status at Columbia College Chicago is a minimum of 12 attempted credits per term, but the cost of tuition is the same for 12-16 attempted credits.

Students are encouraged to attempt 15-16 credits each term for financial reasons and also to complete their degree (120-128 credits) in a timely fashion.

*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 (200 level or higher) LAS Core courses (6 credits).