

College of DuPage	Columbia College Chicago
Degree: Associate in Arts	Degree: Bachelor of Arts
Focus: Mass Communication	Major: Public Relations
Minimum credits at the College of DuPage: 64	Credits completed at Columbia: 56

Degree Information

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 about the major, faculty, and career opportunities at colum.edu/academics/programs/public-relations.

Admissions & Deadlines

Columbia accepts and reviews applications to our Bachelor of Arts programs on a rolling basis and it is to your advantage to complete your application as early as possible. Use the [Transfer Timeline](#) and [Transfer Checklist](#) to plan your transfer.

Tuition & Scholarships

General Tuition and Fees: colum.edu/tuition

Scholarships and Financial Aid: colum.edu/scholarships

Contact Information

Want to learn more?

Web: colum.edu/transfer

Email: transfer@colum.edu

More Information

Completion of this transfer guide does not guarantee admission to Columbia College Chicago. Additionally, the Columbia semester plan should be considered a guide and all Columbia transfer students should work with their academic advisor to ensure that they are making progress toward graduation.

All degree-seeking Columbia students are required to complete the Columbia Core which contains the Essential Liberal Arts and Sciences coursework in addition to mission-specific graduation requirements: Nine credit hours of 200-level (or higher) coursework, 3 credit hours of Columbia Experience coursework, and at least two courses (6 credit hours) with a Diversity, Equity, and Inclusion (DEI) designation to meet graduation requirements.

College of DuPage Transfer Pathway

SEMESTER 1

College of DuPage		Columbia College Chicago
Course Title	Credits	Course Title
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

SEMESTER 2

College of DuPage		Columbia College Chicago
Course Title	Credits	Course Title
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

SEMESTER 3

College of DuPage		Columbia College Chicago
Course Title	Credits	Course Title
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

SEMESTER 4

College of DuPage		Columbia College Chicago
Course Title	Credits	Course Title
MANAG 2215 Leadership	3	BUSE 368 Leadership
MARKE 2240 Advertising	3	Collegewide Elective*
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 transfer credits toward Columbia degree

64

Remaining Coursework at Columbia College Chicago

SEMESTER 5

Course Title	Credits
PURE 105 Public Relations Writing	3
PURE 210 Presentation Skills	3
Program Elective (from list)	3
Diversity, Equity, and Inclusion designated course	3
Collegewide Elective or Minor Course	3
Total Credit Hours	15

SEMESTER 6

Course Title	Credits
COMM 202 Applied Communication Research	3
PURE 220 Public Relations Issues and Crisis	3
PURE 375 Strategic Media Relations	3
CCCX Columbia Experience course with DEI designation	3
Collegewide Elective or Minor Course	2
Total Credit Hours	14

SEMESTER 7

Course Title	Credits
ADVE 310 360 Experiential Campaigns	3
ADVE 340 Brand Strategy	3
Program Elective (from list)	3
Collegewide Elective or Minor Course	3
Total Credit Hours	12

SEMESTER 8

Course Title	Credits
ADVE 420 Agency	3
PURE 310 Social Change Communications	3
Collegewide Elective or Minor Course	3
Collegewide Elective or Minor Course	3
Collegewide Elective or Minor Course	3
Total Credit Hours	15

Total Degree Credit Hours

120