

College of DuPage	Columbia College Chicago
Degree: Associate in Arts	Degree: Bachelor of Arts
Focus: Mass Communication	Major: Social Media and Digital Strategy
Minimum credits at the College of DuPage: 64	Credits completed at Columbia: 56

Degree Information

In Columbia College Chicago's Social Media and Digital Strategy BA program—one of the first programs of its kind in the country—you'll become a leader in this emerging field. You'll study consumer behavior, data analytics, content strategy, and content creation to engage digital audiences and enhance brand awareness. Over the course of the program, you'll build a portfolio that reflects a broad understanding of digital marketing materials and strategy. Learn more about the major, faculty, and career opportunities at colum.edu/academics/programs/social-media-and-digital-strategy.

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
GRDSN 1101 Digital Graphic Applications	3	Collegewide Elective*
MARKE 2210 Principles of Marketing	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 Life Science course	3	Science course
IAI Social and Behavioral Science course	3	Social Science course
200-Level IAI Humanities or Fine Arts course	3	200-Level Humanities course
Major Elective	3	Collegewide Elective*

SEMESTER 4

College of DuPage		Columbia College Chicago
Course Title	Credits	Course Title
ENGLI 1115 Digital Writing	3	Collegewide Elective*
MCOMM 1126 Fake News and the Search for Truth in Today's Media	3	Collegewide Elective*
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
Major Elective	3	Collegewide Elective*

Total transfer credits toward Columbia degree

64

*Collegewide Electives will be applied to required graduation hours at Columbia College Chicago or could be applied to certain minors.

Remaining Coursework at Columbia College Chicago

SEMESTER 5

Course Title	Credits
COMM 107 Social Media and Digital Strategy Foundations	3
PURE 105 Public Relations Writing	3
Digital Content Major Elective from list	3
Collegewide Elective or Minor 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 PR Issues and Crisis	3
Digital Content Major Elective from list	3
Digital Strategy Major Elective from list	3
CCCX Columbia Experience course with DEI designation	3
Total Credit Hours	15

SEMESTER 7

Course Title	Credits
COMM 203 Social Media Strategy	3
Digital Strategy Major Elective from list	3
Digital Strategy Major Elective from list	3
Diversity, Equity, and Inclusion designated course	3
Collegewide Elective or Minor Course	2
Total Credit Hours	14

SEMESTER 8

Course Title	Credits
COMM 325 Data Storytelling & Visual Strategies	3
COMM 470 Digital Content and Analytics	3
Capstone Senior Project	3
Collegewide Elective or Minor Course	3
Total Credit Hours	12

Total Degree Credit Hours

120