

Harper College	Columbia College Chicago
Degree: Associate in Arts	Degree: Bachelor of Arts
Focus: Business	Major: Public Relations
Minimum credits at Harper College: 61	Credits completed at Columbia: 59

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.

Harper College Transfer Pathway

SEMESTER 1

Harper College		Columbia College Chicago	
Course Title	Credits	Course Title	
ENG 101 Composition	3	ENGL 111 Writing and Rhetoric I	
MKT 217 Advertising	3	Collegewide Elective*	
IAI Mathematics course	3	Mathematics course	
IAI Social and Behavioral Science course	3	Social Science course	
Transfer Elective	3	Collegewide Elective*	

SEMESTER 2

Harper College		Columbia College Chicago	
Course Title	Credits	Course Title	
ENG 102 Composition	3	ENGL 112 Writing and Rhetoric II	
MCM 233 Introduction to Public Relations	3	PURE 102 Introduction to Public Relations	
SPE 101 Fundamentals of Speech Communication	3	Meets IAI Communication requirement	
IAI Physical or Life Science course	3	Science course	
Transfer Elective	3	Collegewide Elective*	

SEMESTER 3

Harper College		Columbia College Chicago	
Course Title	Credits	Course Title	
MKT 180 Strategic Communication for a Digital World	3	Collegewide Elective*	
200-Level IAI Social and Behavioral Science course	3	200-Level Social Science course	
IAI Humanities and Fine Art course	3	Humanities course	
IAI Physical or Life Science course with lab	4	Science course with lab	
Transfer Elective	3	Collegewide Elective*	

SEMESTER 4

Harper College		Columbia College Chicago	
Course Title	Credits	Course Title	
MKT 247 Consumer Buying Behavior	3	ADVE 120 Consumer Behavior	
200-Level IAI Humanities and Fine Art course	3	200-Level Humanities course	
IAI Humanities and Fine Art course	3	Humanities course	
IAI Social and Behavioral Sciences course	3	Social Science course	
Transfer Elective	3	Collegewide Elective*	

Total transfer credits toward Columbia degree

61

Remaining Coursework at Columbia College Chicago

SEMESTER 5

Course Title	Credits
COMM 202 Applied Communication Research	3
COMM 219 Social Media Content	3
PURE 105 Public Relations Writing I	3
Diversity, Equity, and Inclusion (DEI) course	3
Collegewide Elective or Minor Course	3
Total Credit Hours	15

SEMESTER 6

Course Title	Credits
Major Elective	3
Major Elective	3
Major Elective	3
CCCX Columbia Experience course with DEI designation	3
Collegewide Elective or Minor Course	3
Total Credit Hours	15

SEMESTER 7

Course Title	Credits
ADVE 310 360 Experiential Campaigns	3
PURE 210 Presentation Skills	3
PURE 375 Strategic Media Relations	3
Collegewide Elective or Minor Course	3
Collegewide Elective or Minor Course	3
Total Credit Hours	15

SEMESTER 8

Course Title	Credits
ADVE 340 Brand Strategy	3
ADVE 420 Agency	3
PURE 220 PR Issues and Crisis	3
PURE 310 Social Change Communications	3
Collegewide Elective or Minor Course	2
Total Credit Hours	14

Total Degree Credit Hours

120