ADVERTISING, MS

for the degree of Master of Science in Advertising

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department website: https://media.illinois.edu/advertising/overview of grad college admissions & requirements: https://grad.illinois.edu/admissions/apply/department faculty: https://media.illinois.edu/advertising/faculty/department website: https://media.illinois.edu/advertising/department office: 119 Gregory Hall, 810 S. Wright Street, Urbana, IL 61801

Programs in Advertising

Undergraduate Programs:

major: Advertising, BS (http://catalog.illinois.edu/schools/media/academic-units/advertising/#undergraduatetext)
major: Computer Science & Advertising, BS (http://catalog.illinois.edu/undergraduate/media/department/advertising/csadv/)
minors: Media (http://catalog.illinois.edu/undergraduate/media/minors/media/) | Public Relations (http://catalog.illinois.edu/undergraduate/media/minors/public-relations/)

Graduate Programs:

degree: Advertising, MS (p. 1)
degree: Strategic Brand Communication, MS (http://catalog.illinois.edu/graduate/bus_media/strategic-brand-communication-ms/)

Advertising education was founded at the University of Illinois in 1946, when Charles H. Sandage, the "father of advertising", arrived on campus. His vision of educating the future of the industry was grounded in theoretical and foundational courses emphasizing the "why of advertising" - not just the "how."

Our courses provide the theoretical, research, and strategic decision-making skills essential for any career in advertising or advanced degree program. Our program allows for flexibility of specialized interest through electives within and outside the department.

Admission

Students are required to complete 36 hours towards the degree, including a professional project or thesis requirement. Full-time status requires 12 hours per semester, making it possible to complete the degree in three semesters. Admission is only granted for fall semester.

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Thesis Option

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>ADV 550</td>
<td>Foundations of Advertising</td>
<td>3</td>
</tr>
<tr>
<td>ADV 580</td>
<td>Advertising Theory</td>
<td>3</td>
</tr>
</tbody>
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Information listed in this catalog is current as of 07/2021
For additional details and requirements for all degrees, please refer to the department’s Graduate Degree Requirements at the Graduate College Handbook (http://www.grad.illinois.edu/gradhandbook/).