ADVERTISING, MS

for the degree of Master of Science in Advertising

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/).

### Thesis Option

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<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>
<tr>
<td>ADV 581</td>
<td>Quanti Research Methods in Adv</td>
<td>3</td>
</tr>
<tr>
<td>ADV 582</td>
<td>Qualitative Rsrch in Advert</td>
<td>3</td>
</tr>
<tr>
<td>ADV 587</td>
<td>Graduate Seminar I</td>
<td>3</td>
</tr>
<tr>
<td>ADV 588</td>
<td>Graduate Seminar II</td>
<td>3</td>
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<td></td>
<td>Graduate-level electives (at least 1 course from College/Department and 1 course from outside the College)</td>
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<tr>
<td>ADV 599</td>
<td>Thesis Research (min/max applied toward degree)</td>
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<td><strong>Total Hours</strong></td>
<td><strong>36</strong></td>
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</table>

### Other Requirements

- Other requirements may overlap.
- Thesis option must have faculty approval.
- Minimum hours required within the unit: 24
- Minimum number of 500-level hours required overall in the program: 24
- Additional background courses that do not count toward graduation may be required, as determined by the advisor.
- Minimum GPA: 2.75

### Non-Thesis Option

<table>
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<tr>
<th>Code</th>
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<td>ADV 598</td>
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<td><strong>Total Hours</strong></td>
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### Other Requirements

- Other requirements may overlap.
- Minimum hours required within the unit: 24
- Minimum number of 500-level hours required overall in the program: 24
- Additional background courses that do not count toward graduation may be required, as determined by the advisor.
- Minimum GPA: 2.75

Information listed in this catalog is current as of 04/2022