ADVERTISING, MS

for the degree of Master of Science in Advertising

head of department: Mike Yao
director of graduate studies: Chang Dae Ham
e-mail: addept@illinois.edu
department website: https://media.illinois.edu/advertising
department faculty: https://media.illinois.edu/advertising/faculty
overview of grad college admissions & requirements: https://grad.illinois.edu/admissions/apply
college website: https://media.illinois.edu/
department office: 119 Gregory Hall, 810 S. Wright Street, Urbana, IL 61801
phone: (217) 333-1602

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/departments/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.