

COMPUTER SCIENCE + ADVERTISING, BS

for the degree of Bachelor of Science in Computer Science + Advertising

COMPUTER SCIENCE + ADVERTISING is sponsored jointly by the Departments of Computer Science and Advertising. This is a program for students who have an interest in careers in the advertising field with a technology focus. Cloud computing, the availability and ubiquity of data, and the rapid and pervasive adoption of mobile technology have created a paradigm shift in the advertising industry. Projected areas of growth in advertising and communications are in Search Engine Optimization, web analytics, computational advertising, and other emerging areas of technology/media. The degree will prepare students for advanced study at the graduate level as well as immediate entry into the workforce at advertising agencies, businesses with in-house advertising and marketing divisions, and technology companies.

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:

major: Advertising, MS (<http://catalog.illinois.edu/graduate/media/advertising-ms/>)

major: Strategic Brand Communication, MS (<http://catalog.illinois.edu/graduate/media/strategic-brand-communication-ms/>)

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Please see a computer science advisor in 1210 Siebel Center, as well as an advertising advisor in the College of Media Student Services Center in 18 Gregory Hall.

A Major Plan of Study Form must be completed and submitted to the Department of Computer Science Office of Undergraduate Affairs by the beginning of the fifth semester (60-75 hours).

General education: Students must complete the Campus General Education (<https://courses.illinois.edu/gened/DEFAULT/DEFAULT/>) requirements including the campus general education language requirement.

All campus general education and foreign language requirements must be met. Minimum hours for graduation are 124, to include a minimum of 40 hours of upper-division coursework at the 300- and 400-level from all elements of the degree. Additional hours needed to reach the minimum of

40 are chosen in consultation with advisor. At least 21 hours of 300- and 400-level course work must be taken on this campus.

To graduate from the Computer Science & Advertising curriculum, a student must complete the following courses, all of which must be taken for a traditional letter grade.

Code	Title	Hours
Computer Science Core		
CS 124	Introduction to Computer Science I	3
CS 128	Introduction to Computer Science II	3
CS 173	Discrete Structures	3
CS 222	Software Design Lab	1
CS 225	Data Structures	4
CS 340	Introduction to Computer Systems	3
CS 374	Introduction to Algorithms & Models of Computation	4
CS 421	Programming Languages & Compilers	3 or 4
Computer Science Technical Electives: Two 400-level courses chosen in consultation with an advisor. These two courses must be above CS 403, not CS 491, and distinct from all other courses used to fulfill program requirements or options.		6
Mathematical Foundations (also fulfills QR I and II gen eds.)		
MATH 220 or MATH 221	Calculus Calculus I	5
MATH 231	Calculus II	3
MATH 225 or MATH 257	Introductory Matrix Theory Linear Algebra with Computational Applications	2 or 3
CS 361	Probability & Statistics for Computer Science	3
College of Media Foundations		
Select one from:		3-4
ANTH 103	Anthro in a Changing World	
PSYC 100	Intro Psych	
SOC 100	Introduction to Sociology	
ECON 102	Microeconomic Principles	3
ECON 103 or ECON 302	Macroeconomic Principles Inter Microeconomic Theory	3
BADM 320	Principles of Marketing	3
Advertising Core		
ADV 250	Advertising and Brand Strategy	3
ADV 281	Advertising Research Methods	3
ADV 284	Consumer Insight	3
ADV 360 or ADV 483	Innovations in Advertising Audience Analysis	3
ADV 390	Content Creation	3
ADV 461	Computational Advertising	3
ADV 492	Tech and Advertising Campaigns	3
Advertising Electives: Any ADV courses not already required for the major.		6
Total Hours		124

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Sample Sequence

This sample sequence is intended to be used only as a guide for degree completion. All students should work individually with their academic advisors to decide the actual course selection and sequence that works best for them based on their academic preparation and goals. Enrichment programming such as study abroad, minors, internships, and so on may impact the structure of this four-year plan. Course availability is not guaranteed during the semester indicated in the sample sequence.

Electives are additional courses to help students achieve 124 hours required for the degree. These can often be any level, but students should check with their advisor for specific guidance.

Students must fulfill their Language Other Than English requirement by successfully completing a third level of a language other than English. See the corresponding section on the Degree and General Education Requirements.

First Year

First Semester	Hours	Second Semester	Hours
ADV 150		3 ADV 281	3
CS 124		3 CS 128	3
MATH 220 or 221		5-4 CS 173	3
CS 100 or MDIA 100		1 MATH 231	3
Composition I or General Education course		4-3 General Education course or Composition I	3-4
		General Education course	3
		16	18

Second Year

First Semester	Hours	Second Semester	Hours
ADV 283		3 ADV 284	3
CS 222		1 CS 340	3
CS 225		4 CS 361	3
MATH 257		3 General Education course	3
Elective or Language Other Than English (3rd Level)		4 General Education course	3
		15	15

Third Year

First Semester	Hours	Second Semester	Hours
ADV 390		3 ADV 460	
CS 374		4 ADV 492	3
BADM 320		3 ECON 103	3
ECON 102		3 ANTH 103, PSYC 100, or SOC 100	3-4
General Education course		3 General Education course	3
		16	12

Fourth Year

First Semester	Hours	Second Semester	Hours
CS 421		3 ADV 461	3
ADV 483		3 CS Tech Elective	3

CS Tech Elective	3 General Education course	3
General Education course	3 Elective	3
Elective	3 Elective	2
		15
		14

Total Hours 121

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computer science degree information (<https://cs.illinois.edu/academics/undergraduate/degree-program-options/cs-x-degree-programs/#requirements>)

cs+advertising website (<https://media.illinois.edu/degrees-programs/computer-science-advertising/>)

advertising email: media-ssc@illinois.edu

computer science email: undergrad@cs.illinois.edu

overview of college admissions & requirements (<http://catalog.illinois.edu/schools/media/>)

college of media website (<https://media.illinois.edu/>)

grainger college of engineering website (<https://grainger.illinois.edu/>)