COMPUTER SCIENCE & ADSVERTISING, BS

for the degree of Bachelor of Science Major in Computer Science & Advertising

computer science degree information: https://cs.illinois.edu/academics/undergraduate/degree-program-options/cs-x-degree-programs#requirements
advertising department website: https://media.illinois.edu/computer-science-advertising

overview of college admissions & requirements: College of Media
(college websites: https://media.illinois.edu/ and https://engineering.illinois.edu
advertising email: media-ssc@illinois.edu
computer science email: undergrad@cs.illinois.edu
(academic@cs.illinois.edu)

COMPUTER SCIENCE AND ADVERTISING, sponsored jointly by the Departments of Computer Science and Advertising. This is a flexible program for students who plan to pursue careers in the advertising field that have 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 will be 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/#undergraduatepage)
   major: Computer Science & Advertising, BS (http://catalog.illinois.edu/undergraduate/media/departments/advertising/csadv)
   minor: Public Relations (http://catalog.illinois.edu/undergraduate/media/minors/public-relations)

Graduate Programs:
   degree: Advertising, MS (http://catalog.illinois.edu/graduate/media/departments/advertising/media/communications)
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADV 460</td>
<td>Innovation in Advertising</td>
<td>3</td>
</tr>
<tr>
<td>ADV 483</td>
<td>Audience Analysis</td>
<td>3</td>
</tr>
<tr>
<td>ADV 461</td>
<td>Computational Advertising</td>
<td>3</td>
</tr>
<tr>
<td>ADV 492</td>
<td>Tech and Advertising Campaigns</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total Hours</strong></td>
<td></td>
<td><strong>124</strong></td>
</tr>
</tbody>
</table>