

COMPUTER SCIENCE & ADVERTISING, 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 (<http://catalog.illinois.edu/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.

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Please see the 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.

Minimum required major and supporting course work: Minimum required major and supporting course work normally equates to 68 hours plus 12 additional hours of College of Media requirements. All campus general education and foreign language requirements must be met. The minimum hours required for graduation is 124. At least 12 hours of 300- and 400-level course work must be taken on this campus, and a minimum of 40 hours of upper-division course work is required.

Minimum hours required for graduation: 124 hours

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 125	Intro to Computer Science	4
CS 126	Software Design Studio	3
CS 173	Discrete Structures	3
CS 225	Data Structures	4
CS 240	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.		6
Mathematical Foundations (also fulfills QR I and II gen eds.)		
MATH 220	Calculus or MATH 220 Calculus I	5
MATH 231	Calculus II	3
MATH 225	Introductory Matrix Theory	2
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	Macroeconomic Principles or ECON 302 Intermediate Microeconomic Theory	3
BADM 320	Principles of Marketing	3
Advertising Core		
ADV 150	Introduction to Advertising	3
ADV 281	Advertising Research Methods	3
ADV 283	Advertising and Brand Strategy	3
ADV 284	Consumer Insight	3
ADV 390	Content Creation	3
ADV 460	Innovation in Advertising	3
ADV 483	Audience Analysis	3
ADV 461	Computational Advertising	3

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ADV 492	Tech and Advertising Campaigns	3
Total Hours		124