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
Advising 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.

Programs in Advertising

Undergraduate Programs:
- major: Advertising, BS (http://catalog.illinois.edu/schools/media/academic-units/advertising/undergraduate-text)
- 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/strategic-brand-communication-ms)
- degree: Strategic Brand Communication, MS (http://catalog.illinois.edu/graduate/bus_media/strategic-brand-communication-ms)

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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>CS 125</td>
<td>Intro to Computer Science</td>
<td>4</td>
</tr>
<tr>
<td>CS 126</td>
<td>Software Design Studio</td>
<td>3</td>
</tr>
<tr>
<td>CS 173</td>
<td>Discrete Structures</td>
<td>3</td>
</tr>
<tr>
<td>CS 225</td>
<td>Data Structures</td>
<td>4</td>
</tr>
<tr>
<td>CS 240</td>
<td>Introduction to Computer Systems</td>
<td>3</td>
</tr>
<tr>
<td>CS 374</td>
<td>Introduction to Algorithms &amp; Models of Computation</td>
<td>4</td>
</tr>
<tr>
<td>CS 421</td>
<td>Programming Languages &amp; Compilers</td>
<td>3 or 4</td>
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Computer Science Technical Electives: Two 400-level courses chosen in consultation with an advisor.

Mathematical Foundations (also fulfills QR I and II gen eds.)
- MATH 220  Calculus                                5
- MATH 231  Calculus II                             3
- MATH 225  Introductory Matrix Theory              3
- CS 361   Probability & Statistics for Computer Science | 3

College of Media Foundations
Select one from:
- 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                 3
- or ECON 302 Inter Microeconomic Theory
- 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

Information listed in this catalog is current as of 08/2019
<table>
<thead>
<tr>
<th>Course</th>
<th>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>
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